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THE NATIONAL NEWSPAPER OF MARKETING

Wade Acquires Kastor, Oldest Chicago Agency

$3,000,000 in Kastor Billings Will Boost Wade to $27,000,000

CHICAGO, Oct. 21—Two of Chicago's oldest agencies will become one when Wade Advertising acquires H. W. Kastor & Sons Dec. 1.

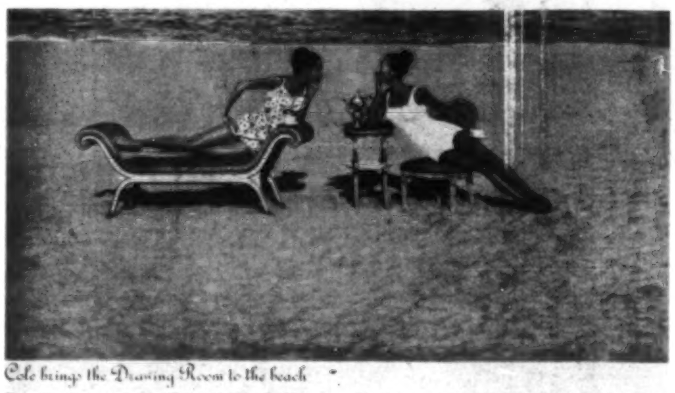
Wade and Kastor are two of the three agencies that have been in business here more than 50 years. The third surviving agency among the 191 listed in Chicago's 1909 telephone directory is J. Walter Thompson Co.

Marvin Harms

Hal Thurber

Announcement of the consolidation was made jointly today by the two agency presidents, Hal H. Thurber of Wade and Marvin Harms of Kastor. Mr. Harms will

(Continued on Page 109)



LADY—*This is one of the Cole ads featuring the elegant lady swimsuit theme. (Story on Page 2.)*

Business Papers Given Option in ABC Compromise on Auditing Unpaid

Use of New Form Is Hailed by Advertisers, Opposed by Newspapers

(For other ABC news, see Pages 10 and 109)

NEW YORK, Oct. 21—Business paper members of the Audit Bureau of Circulations will hereafter have the option of an audit of their unpaid circulation, showing its composition by occupational and business breakdowns.

The board of the audit bureau made this decision at its meeting here Wednesday evening, in advance of the 46th annual ABC meeting of members, which closed here at noon today.

Under the new rules, which terminate a conflict that has occupied the board and various committees for more than three years, a new ivory form for business papers' publisher statements will be made available, on which those with "fixed free" circulation—that is, circulation going to the same recipients for at least six months and addressed to persons or organizations in the field covered by the publication—may show this circulation, as well as their paid, with complete occupational and business breakdowns.

The current blue form for business paper publishers' statements will continue to be used, with only minor changes, by those ABC papers which do not have such augmented distribution.

■ Internal direction of the ABC passed formally into the hands of Alan Wolcott, who has been exec vp, when he was named president and managing director, following retirement of James N. Shryock *(see "Adman in the News," Page 10)*.

William R. Farrell, Monsanto

(Continued on Page 12)

As Dentists Meet . . .

ADA Head Insists Crest Endorsement Will Spur Truth in All Toothpaste Ads

Move to Rescind Action Defeated by House of Delegates

LOS ANGELES, Oct. 18—Making a strong defense of the endorsement of Crest toothpaste by the American Dental Assn., its president, Paul H. Jeserich, frequently departed from his prepared text to support the contention "the association's action was necessary and wise and substantial benefits will accrue by restoring a greater measure of truth to dentifrice advertising." The defense was contained in his president's address at the group's 101st annual meeting here in Los Angeles.

Dr. Jeserich said that for more than 20 years, he, along with other dentists, has been disturbed at the deceptive and misleading advertising of the dentifrice manufacturers. He said, "The association has been aggressive in attempting to alert the profession, the public and the government to the danger in these dishonest claims."

However, he said, he had always been careful to hold out the hope that one day "there would be a dentifrice which could properly claim to reduce the incidence of dental caries." He said that once the Council on Dental Therapeutics was satisfied such a dentifrice had been developed, "the association would have no more right to withhold news of this scientific development than to withhold evidence of the efficacy of fluoridation of public water supplies.

■ "No profession, worthy of the name, has the right to withhold information with such a direct bearing on health merely because

(Continued on Page 110)

Rainier Names DDB After Resignation of Miller, Mackay

SEATTLE, Oct. 20—Sicks' Rainier Brewing Co. today named Doyle Dane Bernbach Inc. to handle its beer account, following the resignation of Miller, Mackay, Hoeck & Hartung earlier this week.

The beer account reportedly bills about $1,600,000 annually. Still to be assigned is the Rainier ale business, worth an estimated $200,000, which Miller, Mackay also had.

Doyle Dane reportedly will open a Seattle office to handle the account, one of the largest in the Pacific Northwest. Monty McKinney, now in the agency's Los Angeles

(Continued on Page 110)

Hill & Knowlton Named . . .

Four A's Hires PR Counsel to Aid in Bettering Ad Image, Gamble Reveals

Worried Talk on Mounting Ad Attacks Dominates Western 4A's Meeting

By Don Morris

CORONADO, CAL., Oct. 19—The American Assn. of Advertising Agencies this week retained Hill & Knowlton, New York pr organization, on an annual basis to counsel the organization on the public relations of the advertising industry.

Frederic R. Gamble, Four A's president, apprised the association's western region of this step at the region's annual meeting here.

It made all but unanimous the concern over the public image of advertising expressed by speakers at the convention's business sessions.

Previously sharply contrasting suggestions for advertising efforts to offset criticisms of advertising had been expressed by Richard Crisp, consultant, and by Walter Guild, of Guild, Bascom & Bonfigli.

Retiring president John Hoefer, of Hoefer, Dieterich & Brown, had keyed his address to the problem, and it was never far below the surface in the commentaries offered by Harry Harding, of Young & Rubicam, national Four A's chairman, and other speakers.

■ Richard D. Crisp, former agency man and now a consultant headquartered at Burlingame, Cal., suggested today that it is the responsibility of the giant advertisers and agencies to take the initiative in such a campaign, since they have been the chief beneficiaries of the past decade's growth in the industry.

Walter Guild, of Guild, Bascom

(Continued on Page 92)

But Till May Be Empty . . .

NL&B Recaptures Renault Radio-TV Plum from Kudner

NEW YORK, Oct. 20—Needham, Louis & Brorby has recaptured the radio-tv billings of Renault Inc. from the Kudner Agency—but there seemed to be some doubt this week that there will be any more billings in this area.

Renault split its $5,000,000 account along print and broadcast lines last year when Jack C. Kent, then general sales manager, decided he wanted an agency with automotive experience.

The move surprised many observers, because Renault sales were then at an alltime high. Needham, Louis' advertising had been widely acclaimed for its creative excellence and Needham, Louis had more radio-tv billings than Kudner.

The reconsolidation of the entire account with Needham, Louis follows these developments:

1. Renault's sales have slipped this year despite the biggest ad budget in the imported car field.

2. The French company has had

(Continued on Page 118)

Last Minute News Flashes

Parker Pen Splits with Tatham-Laird; Seeks Agency

JANESVILLE, Oct. 21—Parker Pen Co. will move its $3,000,000 account out of Tatham-Laird next Feb. 28, and has invited five agencies to solicit the account next week. "Basic differences in philosophy" caused the separation, according to Parker. Tatham-Laird has handled Parker pen advertising for more than five years and has been agency for some Parker products—including a butane cigaret lighter no longer marketed—for 1[illegible] years.

Ruppert Seen Set to Name Warwick & Legler

NEW YORK, Oct. 21—The Jacob Ruppert brewery, long expected to name a replacement for Norman, Craig & Kummel, was reportedly getting ready to name Warwick & Legler to handle its account. Warwick & Legler first got Ruppert in 1956, after the brewer had apparently decided on Compton, then changed the decision. W&L lost the business to Compton in '57. Norman, Craig took over last Jan. 1.

Permatex Shifts to de Garmo from Basford

HUNTINGTON, N. Y., Oct. 21—Permatex Co., manufacturer of automotive, industrial and consumer maintenance chemicals, has switched its $250,000 ad, sales promotion and publicity account from G. M. Basford Co. to de Garmo Inc., New York.

(Additional News Flashes on Page 109)

Radio Profits Up 15.8%; Revenues Rise 7.6%: FCC

Rep Commissions Increase 5.4% Over '58, but Nets and Their Stations Lose

WASHINGTON, Oct. 20—Radio's revenues jumped 7.6% last year, and profits rose by 15.8%. But commissions were up only 5.4%, according to statistics published by the Federal Communications Commission.

Receipts of networks and am stations from sale of time (before deduction of commissions) totaled $582,914,000, an increase of almost $42,000,000 over 1958. Commissions to agencies and reps rose from $59,643,000 to $62,865,000.

Sales to local advertisers, which now account for more than 60% of radio's sales, were up 11.1% to a total of $359,138,000, and sales of national and regional spot were up 9.4% to $188,143,000. Sales of network time, now totaling only $35,633,000, were down 23.4%.

■ Four networks and their 19 owned stations received $61,121,000 from time sales, a decrease of 3.9%. The amount retained by the networks from network operations declined from $132,216,000 in 1958 to $26,739,000 in 1959. The owned stations received $34,382,000 in 1959, down from $35,428,000 in 1958.

After allowing for commissions,

(Continued on Page 112)

The Gypsy and The Lady Spark Cole '61 Push

(Picture on Page 1)

Los Angeles, Oct. 18—Cole of California plans to bring out either the elegant lady or the untamed gypsy in the souls of its customers next year.

The company's 1961 marketing plans will be built around two disparate campaigns, both starting in January. One saucily suggests: "Cole for the gypsy in your soul" and features suits "as wild (and as brief) as a gypsy's love," according to the copy.

Conversely, the other announces with decorum: "Cole brings the drawing room to the beach." This campaign is inspired "by the elegant woman and the current return to elegance," according to Barbara Kelly, Cole's ad manager.

▪ The gypsy promotion will be the major one, starting with a four-page ad (a spread with a gatefold) in the January *Harper's Bazaar*. The ad opens with a shot of a gypsy wagon photographed on a black night. The facing page (the fold-over page on the gatefold) has only a black headline: "If there is any gypsy in your soul . . ." The headline continues on the inside pages: "This is the year to reveal it in a Cole gypsysuit." The photo on these pages shows a dozen dancing gypsies banging tambourines and gyrating around a beach

(Continued on Page 117)

Campbell Soup Put $44,700,000 Into Marketing in '60

Camden, N. J., Oct. 19—Campbell Soup Co. today reported that it spent $44,700,000 for marketing expenditures during the fiscal year ending July 31, 1960.

In its annual report to stockholders, Campbell said the amount spent for advertising, sales promotion, market research and home economics was about $4,000,000 higher than in its 1958-59 fiscal year.

Marketing expenditures for 1959-60 amounted to 8.7% of sales, as compared with 8.2% of sales for 1958-59. Advertising Age estimated that the company invested $25,000,000 for advertising alone in 1959 (AA, Aug. 29).

Campbell's sales and earnings for the 1960 fiscal year both hit record highs. Net sales reached $516,190,000, as compared with '59 sales of $496,539,000, and net earnings climbed to $39,859,000 this year, as compared to earnings of $34,455,000 last year. #

Grant Switches Fenwick

David R. Fenwick has been named senior vp and creative supervisor of Grant Advertising, New York. He has been vp of Grant Advertising, Los Angeles, since August when the agency merged with Robinson, Fenwick & Haynes. Grant also has named Charles Woram marketing and planning assistant to the exec vp in Boston. Mr. Woram formerly was ad manager and marketing coordinator of Sorensen & Co., Norwalk.

General Converting to Long

Long Advertising, San Francisco, has been appointed to handle advertising and public relations for General Converting & Laminating Corp., Oakland, converter of flexible packaging material.

new Helene Curtis Endac helps end acne blemishes and embarrassment fast!
I've goT a

SHE'S GOT A SECRET—*Helene Curtis Industries will introduce its first pharmaceutical entry—a medicated line for acne-plagued teen agers —via ads like this one in nine magazines in November.*

'Kennedy' and 'Nixon' Are Real Fightin' Words in St. Louis

St. Louis, Oct. 19—The names of John F. Kennedy and Richard Nixon have been brought into a law suit between two St. Louis radio stations.

KATZ is suing KXLW for $750,000 damages in circuit court. One cause of action charges KXLW with using spots in which "John F. Kennedy" and "Richard Nixon" urge people to register and vote, and wind up with a plug for the station. KATZ, in its petition, charged that the spots "constitute an unfair method of competition with plaintiff and a deceptive act and practice . . ."

When asked to comment on the suit, Richard J. Miller, president of Big Signal Radio Broadcasting Co., owner of KXLW, told Advertising Age that the voices used in the spot belong to people who really are named John F. Kennedy and Richard Nixon, although they are not the Presidential aspirants.

▪ According to the KATZ suit, the KXLW spots went something like this:

Voice I: "This is John F. Kennedy speaking to the good people of St. Louis. Now, my friends, whether you are a Democrat or a Republican, the important thing to remember is to register so you can vote in November. And keep this foremost in your mind—George Logan, the fabulous 'G,' is now heard Monday through Saturday, every morning at 7 to 9, and of course on Saturday and Sunday afternoons also."

Voice II (on beeper-phone): "This is Richard Nixon speaking now. You have just heard from the Hon. John F. Kennedy, and I must state to you people in St. Louis, Mo., that I heartily agree 100% with everything John F. Kennedy has just told you. You must remember to register so you can vote in November, no matter what your party may be. For the best party of all, listen to George Logan, the fabulous 'G,' every morning from 7 to 9 over KXLW, and weekends, too."

▪ In a second cause of action, KATZ charges unfair competition by KXLW in issuing a brochure entitled "ADvertising vs. BADvertising in the Rich St. Louis Negro Market." Since KATZ and KXLW aim their broadcasts principally to the St. Louis Negro market, the suit says, the brochure's allegations concerning "BADvertising" are intended to refer to KATZ.

A third cause of action charges that the Kennedy-Nixon spots and the brochure are "malicious and libelous acts." Each cause asks $250,000 damages.

KXLW has 30 days in which to reply to the KATZ suit. #

Perkins, Stephens Form Rep

Perkins & Stephens, a new magazine publishers' representative, has been formed by Robert E. Stephens, San Francisco, and Stanley L. Perkins, Los Angeles. With offices in both cities, the company will serve 13 western states. The two principals have been associated with the representative business in the West since shortly after World War II.

Helene Curtis Uses Print, Radio for Endac Acne Treatment

Chicago, Oct. 19—Helene Curtis Industries is entering the pharmaceutical field this fall with a medicated acne treatment for teen agers. Magazines, radio, sampling, and school and point of sale promotions will introduce the new line.

Called Endac, the line consists of three products for 24-hour skin care—a greaseless cream to wear during the day, a "Handy Stick" to carry, and an antiseptic skin cleanser to use at night. The line is planned as a companion to Enden, the company's dandruff treatment shampoo.

Advertising will combine disc jockey radio shows across the country with ads in nine magazines. The theme in both media will be "I've got a secret"—the secret being the acne that Endac "hides while it helps heal."

▪ Magazine ads will be pages and spreads starting in November and running in *Good Housekeeping, Motion Picture, Photoplay, Scholastic Roto, Senior Scholastic, Seventeen, Teen, True Confessions* and *True Story*. In alternate insertions, certain ads will feature girls, others will be slanted to boys.

Sampling programs are planned for schools and department stores. Samples and a booklet written by *Senior Scholastic* on skin and hair care problems will be distributed to teachers and students throughout the country. The magazine is also developing posters on Endac for bulletin-board use in schools.

In key department stores, the company is sampling Endac in a tie-in with the *Seventeen* Fall Beauty Workshop. Give-away literature for in-store use will explain Endac, Enden and general health care.

▪ The line is being introduced with a "Try Endac—Free" promotion. When the customer sends the company a coupon (attached to Endac displays) and proof of purchase, the company will refund the full purchase price.

Curtis will be the third company to enter the medicated field this fall. In August, Helena Rubinstein Inc. started advertising its Bio-Clear line (AA, July 18), and in September, Coty Inc. introduced its Dermacare products (AA, Aug. 29).

Edward H. Weiss & Co. is the agency. #

'We Don't Endorse Tax Cut Ads': Gas Station Dealers

Washington, Oct. 20—Retail gasoline dealers here and in four neighboring states have charged that the nation's major oil companies have used their endorsement against their will in an advertising campaign to lower federal gasoline taxes.

Spokesman for the group is Horace Walker, executive director of the Metropolitan Retail Gasoline Dealers Assn. Mr. Walker contends that a special committee of the American Petroleum Institute has been running outdoor poster and spot radio ads urging Congress not to extend the "temporary" 1¢ gas tax imposed last October.

▪ What hurts, Mr. Walker says, is that the ads, signed "Your Gasoline Dealer," imply that the retailers endorse the tax cut. Mr. Walker pointed out that at a meeting of the Mid-Atlantic Petroleum Conference last week, gasoline dealers from the District of Columbia, Maryland, Virginia, Delaware and North Carolina approved a resolution which "unconditionally opposed" any "implied endorsement" of the ads. The conference resolution also asks the Federal Trade Commission to take a look at the ads and rule on their legality, he said.

Mr. Walker admitted that it "may sound silly" for the retail dealers to fight elimination of the tax. "But we know from experience that as soon as that penny tax is cut, the oil companies will raise their price the same amount and the motorists would be paying just as much," he said.

▪ The special representative for API in Washington, John E. Kane, told Advertising Age that the group financing the ads, the Gasoline Tax Education Committee, is "completely autonomous and separate" from API. He said the committee is headed by T. S. Peterson, president of Standard Oil Co. of California.

A spokesman for Sullivan, Stauffer, Colwell & Bayles, New York, advertising agency for the committee, also said that it is independent of API. He added that the next "flight" of ads, due to run in over 500 dailies and 2,000 weeklies in 140 major markets, will omit the "Your Gasoline Dealer" signature. The SSC&B official said the agency hadn't received any complaints, but indicated the change was a routine copy revision. #

Wrigley, Beech-Nut Test New-Size Gum Packs for Machines

Chicago, Oct. 19—Two leading chewing gum manufacturers—Wm. Wrigley Jr. Co. and Beech-Nut Life Savers Inc.—are testing new gum pack sizes for vending machines.

Wrigley is experimenting with an eight-stick 10¢ pack, while Beech-Nut is testing a four-stick nickel pack. Both are exclusively for vending machines, the manufacturers reported, and both companies will continue to sell the regular five-stick 5¢ pack through other outlets.

Wrigley said it has been selling the eight-stick pack in Canada, through vending machines and in theaters, for the past year. The company said the higher cost per stick in the new pack is partly to cover increased packaging costs, and partly to give venders a larger profit. #

Highlights of This Week's Issue

Clinton E. Frank Inc. forms Market Measurements Inc., a separate research corporation, with Louis E. Schueler as president .... Page 6

American Medical Assn. report says the new tanning lotions appear to be harmless, but sun tan pills should be used only for medical reasons .... Page 24

Thomas C. Butler, president of Grand Union Co., says the traditional "food only" concept of the supermarket has been replaced by a new image molded by changing consumer habits .... Page 30

Creamette Co., manufacturer of Creamette brand macaroni, loses its suit seeking to prevent its competitor, Major Italian Foods Co. from using the brand name Majorette .... Page 40

Celanese Corp. of America will introduce Fortel, a new polyester fiber, to retailers through closed-circuit color tv in 34 cities this month .... Page 48

Washington Fryer Commission launches a three-step how-to-do-it campaign to boost purchase of fryers for baking .... Page 52

Market Facts Roc International study reveals European consumers think that American products have poor workmanship and little durability—on purpose—but excel in package and product design that gives them "dressed-up practicality" .... Page 54

International Shoe Co. will seek to enlist the aid of physicians in selling better-grade, better-fitting juvenile shoes with a national campaign beginning Oct. 23 with the premiere of a 12½-minute color film on foot health to retailers at the national Shoe Fair in Chicago .... Page 56

Station Representatives Assn. and the American Assn. of Advertising Agencies agree on a simplified radio and tv contract form designed to reduce the paper work involved in buying and selling spot broadcast time .... Page 58

"Value Line Investment Survey," published by Arnold Bernhard & Co., says the advertising industry and its media will survive in their present form only if they repel the onslaught of public criticism and ward off an advertising tax .... Page 62

Peter G. Peterson, exec vp of Bell & Howell, says the next decade may see advertising agencies become less concerned with marketing and more concerned with "great ideas" .... Page 64

The Saturday Evening Post's Oct. 8 fun-poking cover accidentally intrudes on Boston Safe Deposit & Trust Co.'s image-building ads .... Page 74

Arthur Mauch, professor of agricultural economics, Michigan State University, predicts the emergence of a new type of farm, one that will resemble a corporation .... Page 76

Six companies in the point of sale industry form Assn. of Point of Sale Agencies in an effort to upgrade the medium creatively .... Page 80

Agricultural Publishers Assn. elects Vern Anderson, of Prairie Farmer, president .... Page 94

Don Tennant, vp in charge of tv commercial department, Leo Burnett Co., tells how to get rid of the stereotypes and cliches that abound in tv commercials .... Page 97

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THE FACE IS AMERICA... THE TASTE IS CANADA DRY
sparkling Canada Dry Club Soda

FACE TASTE—*This color page will launch Canada Dry's new campaign in Life and The Saturday Evening Post.*

Canada Dry Sets New Over-All Ad Push in 5 Media

NEW YORK, Oct. 19—Canada Dry Corp. this week begins its first major promotional departure in more than 15 years, with an ad program aimed at over-all product promotion, instead of a single product and a campaign theme, "Faces of America."

The entire new program was introduced to Canada Dry bottlers and sales personnel today through a cross-country closed circuit telecast. The first ad is in *Life*, Oct. 24, a four-color page, plus *The Saturday Evening Post*, television commercials on "Walt Disney Presents," spot radio, newspapers and outdoor. J. M. Mathes Inc. is the agency.

Ads feature large illustrations of faces drinking a Canada Dry product, under the headline, "The face is America . . . the taste is Canada Dry."

▪ W. S. Brown, vp of marketing, commented that now that Canada Dry has "achieved the distinction of being the only national—and international—beverage company which serves every conceivable need of a thirsty public, from our mixers and our fruit-flavored beverages to our canned drinks and low-calorie line, our advertising purpose has likewise broadened and come of age."

While each ad will promote a specific product group, a space in the lower center portion of the page allows for the insertion of promotional items and regional favorites.

▪ L. E. (Dusty) Miller, vp and account supervisor at Mathes, said that Canada Dry is the "only" national carbonated beverage company that can prefix all its products with its corporate name. "During the periods when new Canada Dry products were being introduced, it was necessary to back these products with special campaigns. Now that all these products have been soundly launched to the point that they now have achieved coast-to-coast distribution, the importance of the original single-product advertising concept has changed.

"We believe the time has arrived to express the family identity and status that the many products Canada Dry is now marketing enjoy," Mr. Miller said. #

Brewer Promotes Weinsheim

Harold I. Weinsheim, sales analysis manager of Miller Brewing Co., Milwaukee, has been promoted to marketing research manager.

Package Snafu Causes P&G to Cut Duz TV Spot Push

CINCINNATI, Oct. 20—Procter & Gamble has notified television station representatives that it was canceling most of its spots for Duz. The sharp cutback, said to amount to about 99% of current schedules, goes into effect this week and next.

Reason given by P&G for the move was the voluminous complaints received from consumers regarding the china premiums enclosed in Duz boxes. People said they were unable to tell what piece of china they were getting when they bought a box of Duz because the boxes in no way indicated what was inside.

Consumers complained that they would get all plates or all cups, for example, and were frustrated in their attempts to collect a set of dishes. Jack Paar, on his NBC-TV show, told about receiving a letter from his mother, stating that she had been getting all saucers.

▪ Procter & Gamble now has revised the packaging for Duz to indicate what premium is inside and has begun testing the new package in a few markets, a station representative said. It is understood that these boxes vary in size according to the dishes contained.

Compton Advertising, which handles Duz, would not comment on the package revision but did admit that most of the tv spots have been canceled. The agency would not say when the company would resume the spot schedules. Just enough spots are now being run to keep the Duz name before the public.

Duz has been running on some NBC-TV daytime shows, but it could not be determined at press time whether these commercials would be affected by the revisions.

Stapleton Joins Mogul Williams

NEW YORK, Oct. 19—Lawrence Stapleton, a former manager of the New York office of Grant Advertising, has joined Mogul Williams & Saylor as vp in charge of client services and marketing, a new title.

Lawrence Stapleton

This is the first top-level management appointment by the agency in two years. A member of the pre-Elliott Plowe regime at Grant, Mr. Stapleton will work closely with Emil Mogul, president and chief executive officer, in three main areas—new accounts, account management and client contact, and policy and strategy on new accounts.

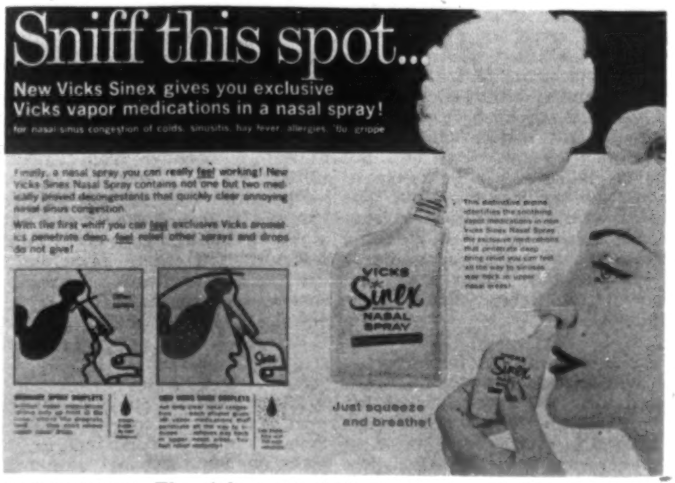
Mr. Stapleton left Grant in August, along with John Pinto, also a former manager of the New York office. Mr. Pinto has since joined Gordon Best Co., Chicago. #

Schneider Adds 3 Accounts

Joseph P. Schneider Inc., New York, has been appointed by Plantation Homes, Houston home builders and Plantation Lumber & Building Co., Houston, to handle advertising and pr. Macon Umbrella Co., Brooklyn, also has appointed Schneider as its agency.

Vavroch Joins Elliott

W. Barney Vavroch, formerly with *Columbus Dispatch*, has joined the creative staff of A. Lovell Elliott Advertising, Columbus, O.


Sniff this spot...
New Vicks Sinex gives you exclusive Vicks vapor medications in a nasal spray!
for nasal-sinus congestion of colds, sinusitis, hay fever, allergies, 'flu, grippe
VICKS Sinex NASAL SPRAY
Just squeeze and breathe!

VICK SCENT ME—*The right page of the center spread of a four-page insert in the Oct. 22 issue of TV Guide's Eastern New England edition is impregnated with Vick's Sinex nasal spray. Vick Chemical Co. invites readers to sniff the page. Morse International is the agency.*

Buchen President Tells Ad Women: Fight 'Left-Wing Ideology' to Maintain Freedom

CHICAGO, Oct. 18—With a bitter tirade against Arthur Schlesinger Jr., Harvard professor who wrote a booklet somewhat critical of advertising and certain factors in our economy, Leon Morgan, president of Buchen Co., opened the Midwest Inter-City Conference of Women's Advertising Clubs last Saturday.

"We of the advertising profession must recognize our responsibilities to fight these sinister forces of left-wing ideology," he said, adding that it is a "case of continued freedom on one hand, bureaucratic slavery on the other."

Commenting on a statement by Mr. Schlesinger that "during the 1950s, Americans spent three times as much money on advertising as they did on higher education . . . ," Mr. Morgan said he see no connection between the amount of money people invest in education and the amount spent on advertising.

▪ Mr. Morgan said "it is advertising that sells goods on which the taxes he (Mr. Schlesinger) so dearly loves are levied. Without advertising, the sale of products would diminish, people would be

(Continued on Page 117)

Newspaper Discounts Unrealistic, FC&B's Stern Tells Inland

CHICAGO, Oct. 18—Most of the discount plans used by daily newspapers today are unrealistic and offer little or no justification for a national advertiser to run much ad linage, Edward Stern, vp and director of media, Foote, Cone & Belding, charged yesterday.

Speaking on a panel during the annual meeting of the Inland Daily Press Assn., Mr. Stern charged that the differential between local and national ad rates have been widening in recent years. He pointed out that the huge discounts allowed local advertisers by newspapers are not given to national advertisers.

Discounts allowed by the broadcast field are far more realistic than in the newspaper field, Mr. Stern said. As an example, Mr. Stern said that one newspaper, which he declined to identify, allowed a 1% discount to a national advertiser for running 50,000 to 100,000 lines and a 9% discount for running 200,000 lines.

▪ While admitting that newspapers have done a better job in recent years of supplying rate infor-

(Continued on Page 26)

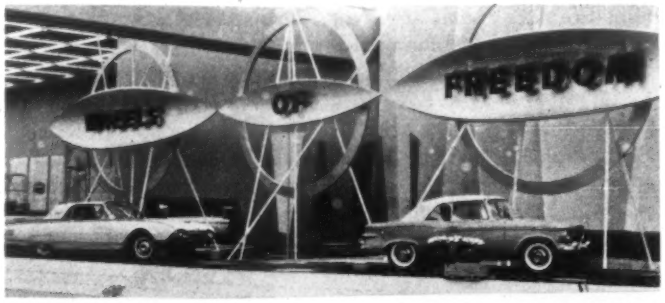
Detroiters Take First Auto Show to Their Hearts

DETROIT, Oct. 20—Residents of the Motor City are taking the first National Automobile Show ever held here to their hearts. At the half-way point of the nine-day show, attendance has passed the 500,000 mark.

The added glamor of the newly opened Cobo Hall as the site for the 43rd national show has no doubt helped to draw the crowds. But representatives of the various auto makes manning the exhibits report they are "pleased and astonished" at the interest displayed by the visitors.

▪ "You need only to stand around the space with an identification button," said Grady L. Phillips, salesman in the Lincoln-Mercury-Comet area. "They ask questions smartly, know what they are looking for, then promise to come and see you later. I have had about 30 promises so far today. I think I can count on about one quarter of

(Continued on Page 118)



ON REVIEW—*National Automobile Show in Detroit features all U. S. cars moving in review on a conveyor belt in front of the "Wheels of Freedom" emblem.*

Steiger Rips Beer Field for Lack of Originality

CHICAGO, Oct. 18—A. A. (Bill) Steiger, president of Tel-A-Sign Inc., yesterday blasted the nation's brewers for failing to establish clear-cut images for their products and lack of originality in their advertising.

In a lively talk before the Brewers' Assn. of America convention, Mr. Steiger deplored the waste of advertising dollars in beer ads. He accused the brewers of being a "bunch of copycats" in their promotional efforts.

"There are not many beers in this country that have made up their minds whether they cater to the working man with the dinner pail or to Marilyn Monroe to serve at a dinner party for Elsa Maxwell," he said.

▪ "That's the way much of the beer advertising comes across the country—somewhat confused. You can see the results in the number of labels and the number of label changes. Many of them live in constant change.

"In radio and television advertising they're doing the varsity hop, the can-can, the cha-cha, and the rock 'n roll, and that's how it sounds. Change the label, change the image, keep on changing.

"I believe in modernization," Mr. Steiger said. "Modernize your plant and your efficiency. Don't take it all out on the label. Don't make changes just for the sake of making changes. Keep the image. But change it gradually, as conditions dictate, over a period of time. Don't make changes just for fun, or to copy another brand."

Mr. Steiger had high praise for David Ogilvy and the unusual ad campaigns that his agency created for Hathaway shirts and Schweppes.

▪ "What is there about advertising men that makes them copycats?" Mr. Steiger said. "Why is it that if one western succeeds on tv we get a raft of imitations? If Brigitte Bardot wears black stuff on her eyes and no lipstick, then all the girls start going around with the dead-white faces and black eyes, and they look like Dracula's first cousin."

He advised brewers to be more original in their advertising in order to gain more attention for their products. "If you come upon a bold concept for selling your product, don't worry about the fact that no one else is doing it," he said.

As for point of sale beer signs, Mr. Steiger said the industry should respect the purposes of local, state and federal rules on beer advertising, "but don't be so intimidated by them as to completely ignore fresh creativity."

▪ Deploring the fact that beer sales have not kept pace with advertising expenditures, Mr. Steiger pointed out that the industry invested $209,000,000 for advertising in 1958, or about 6.9% of sales. In 1945, he said, ad expenditures for beer amounted to only $52,000,000, or 2.7% of sales.

"I do oppose needless spending in advertising," he said. "It would probably be much more important to invest advertising money wisely instead of merely spending more."

"How about selling your own beer properly, and let the other guy take care of his own suds," Mr. Steiger said. "Don't be as much concerned with taking away a stop of a competitor as you ought to be concerned with getting a greater slice of the consumer dollar. That is where the increase in sales lies." #

Dailies' Controllers See Need for New Rate Structure

DETROIT, Oct. 18—National newspaper advertising sales problems and factors involved in advertising rate structures occupied most of the opening program for the Institute of Newspaper Controllers & Finance Officers being held in Detroit this week.

Analyzing advertising rate structures in general, James N. Isaacs, controller of the *Los Angeles Mirror News* and *Times*, said:

"Like any other business, a newspaper is entitled to a fair return for its services. The words 'fair return,' however, are heavily under-laden with a need for economical production, a reader-acceptable editorial package, and the potential of good sales-dollar returns to the advertiser.

"The advertiser benefits from fair rates because he reaches an audience at a price commensurate to the business he may expect. The publisher benefits because he makes a legitimate profit and increases the value of his paper to the community it serves. The public benefits because it enjoys a source of information which keeps it abreast of the news and acquaints it with a wide range of goods and services available. The country benefits because a successful paper is an enlightening influence that raises the standards of people and makes them informed, intelligent citizens," he said.

■ An incentive plan for advertisers was suggested by A. G. Jannsen, taking a pattern from his own paper, the *Daily Journal*, Kankakee, Ill., where he is business manager and comptroller. Mr. Jannsen presented his plan briefly as follows:

"The *Journal* uses a version of the variable space-monthly earned rate, or stair-step arrangement. Under it, all contract advertisers, large or small, are billed at the same base rate. A volume discount is earned, the rate depending upon space used during the month, usually averaging about 11.5% of the base rate. This is reflected in the advertiser's billing, with provision that it may be deducted if paid on or before 30 days from date of billing.

"The difference between the base contract rate and the earned rate is referred to as a cash and volume discount. The same principle is used by many utility companies; their rate decreases as the monthly volume increases, and a discount is allowed if paid prior to a specified date," he said.

■ Herbert W. Moloney Jr., general manager of Moloney, Regan & Schmitt, of New York, took up the problems of national newspaper advertising sales, and the project currently being undertaken by a national sales force of newspapers. He said:

"We have top sales, marketing and promotion people working on our national sales force and reaching and attempting to sell the top people as individual advertisers and their agencies.

"However, there are a number of other problems which, in our opinion, must also be recognized and solutions sought after.

"The rate structure and lack of incentive is our current project. Nearly everything we do in America today follows the general philosophy of 'the more you buy, the lower the price.' In the newspaper business, retail rates follow this idea of lower rates for larger and more frequent use of our medium. In national advertising we have generally had flat rates, yet our major competing media all have sliding rate structures. We are therefore urging the papers we represent to adopt volume and frequency structures," he said.

■ The Institute also elected officers for the coming year, naming Charles M. Hupp, secretary-treasurer of the *New York Herald Tribune*, as its next president. Evert B. Person, assistant publisher and secretary-treasurer of the *Press-Democrat*, Santa Rosa, Cal., now is 1st vp; S. F. Chapman, vp and secretary-treasurer of Thompson Co., Toronto, was elected 2nd vp. Reelected were Malcolm F. Cummings, office manager of the *Boston Globe*, as secretary, and Kenneth C. Doty, comptroller of the *Bergen-Evening Record*, Hackensack, N. J., as treasurer. #

Jacobson Adds Three

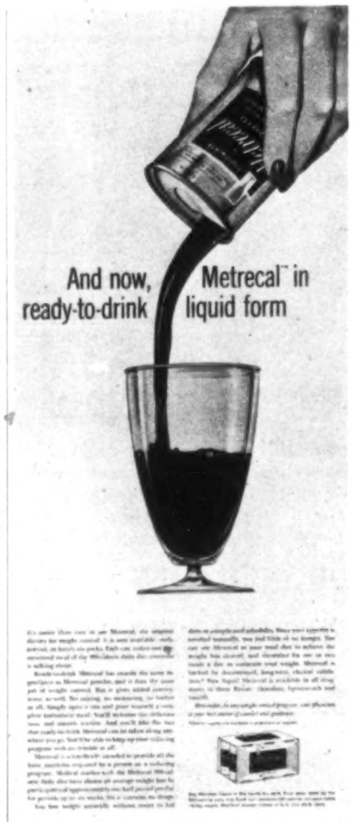
Carl N. Poole has joined Jacobson Advertising, Sheboygan, Wis., as a vp and director, and Roman Orlik and Walborn W. Newcomet Jr. have joined the same agency as an illustrator and assistant account executive, respectively. Mr. Poole previously was an account executive for Brady Co., Appleton; Mr. Orlik formerly was affiliated with Ad Art Studio, Cleveland. Mr. Newcomet is a 1960 graduate of Yale University.

'SI' Boosts Lockard

Sports Illustrated, New York, has promoted Swift Lockard from its sales staff to manager of its drugs and toiletries classification, a new title.

Ralph Doerr Joins 'SEP'

Ralph Doerr, formerly with Meredith Publishing Co., has joined the Detroit sales staff of *The Saturday Evening Post*.



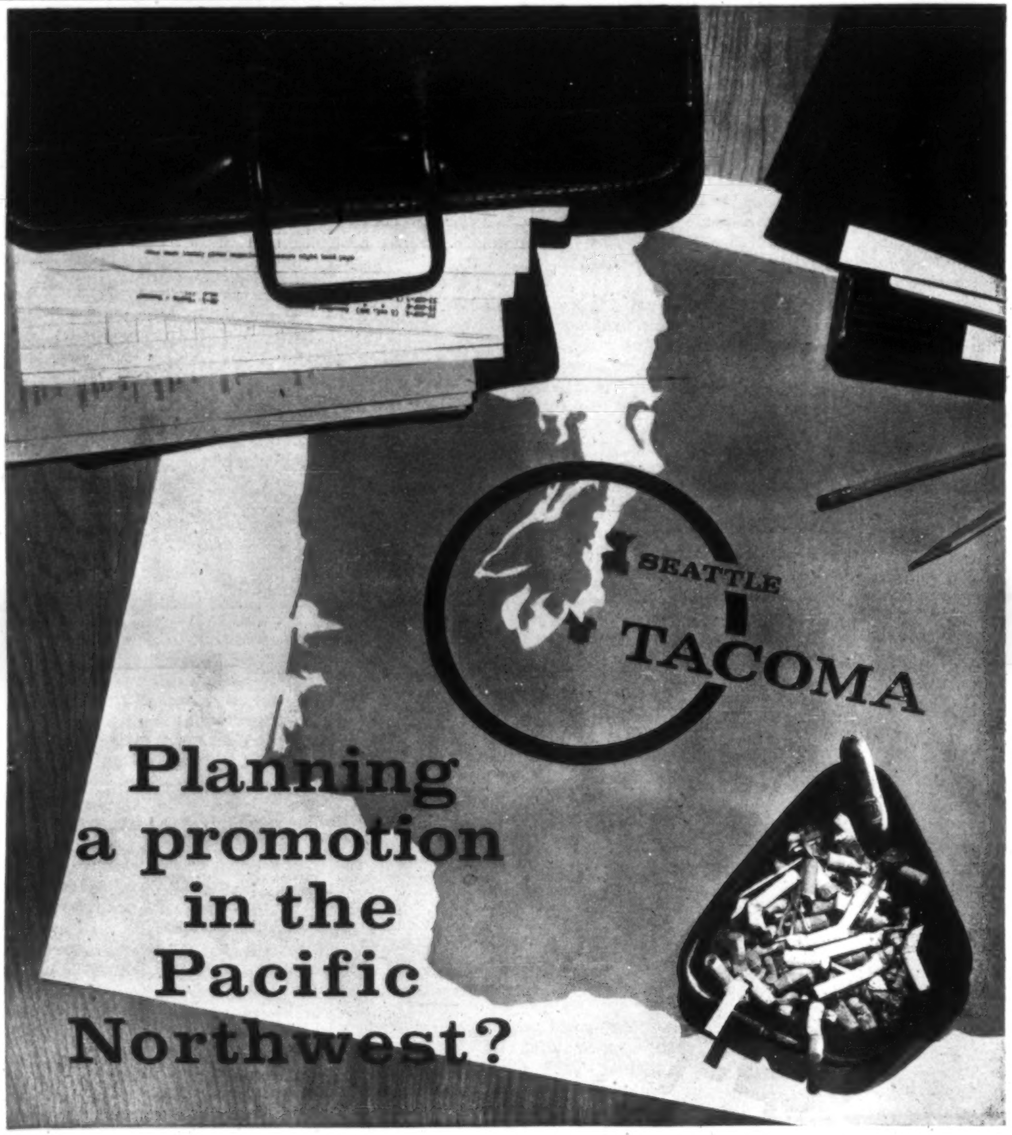
READY-TO-DRINK—*Mead Johnson & Co. is running this four-column, 250-line, two-color ad in newspapers in "special markets" to introduce liquid Metrecal. This month the company also launched a newspaper campaign of full-page, all-text ads in six to ten markets promoting both powdered and liquid Metrecal, augmenting its regular magazine campaign. Kenyon & Eckhardt is the agency.*

Blaylock Joins Ball Agency

William B. Blaylock has joined Ball & Davidson, Denver, as an account executive. He formerly was a regional sales manager for Ed. Friedrich Inc. and Friedrich Refrigerators Inc.

Teece Joins Brady Agency

Mae Haupt Teece has joined Brady Co., Milwaukee and Appleton, as an account executive. Miss Teece formerly was an account executive for Western Advertising, Chicago.



THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time*. When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

SEATTLE
TACOMA

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

3,400,000 men and women hold in their hands the future of your business!

Comet
Cheer
Joy
Bufferin
Brillo
bridal

1,700,000 couples will decide in 1960 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1960 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.

Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Clint Frank Forms Separate Market Research Company

CHICAGO, Oct. 21—Clinton E. Frank Inc. has formed Market Measurements Inc., a separate research corporation, with Louis E. Schueler as president.

Louis E. Schueler

Mr. Schueler will continue to serve the parent company as vp in charge of research and marketing, C. E. Frank, agency president, said.

"The new corporation will permit a greater degree of specialization, independence and scope of activity on the part of our research and marketing unit," according to Mr. Frank.

He said that recognition of the increasing importance of research was a key factor in making the decision in favor of a separate company, which, he said, would be involved in all new facets of marketing and advertising research. #

American Marc to C&W

American Marc, Inglewood, Cal., manufacturer of pleasure boats, diesel engines and electrodynamic components for military and industrial use, has appointed Cunningham & Walsh, Los Angeles, as its agency. The company has plants in Inglewood, Redondo Beach, Cal., and Miami. Although no budget has been set, tentative plans call for schedules in boating and outboard trade magazines and consumer publications in the boating, outdoor and men's fields. Haas-deGrasse-Zimmerman previously handled the account.

Southern NNPA Elects

James W. Sasser, promotion manager of the *Baton Rouge State-Times* and *Advocate*, has been elected president of the southern region, National Newspaper Promotion Assn., succeeding Ed Templin, *Lexington Herald-Leader*. Other new officers of the group include Charles A. Noell, *Winston-Salem Journal* and *Sentinel*, 1st vp; Fred Conn, the *Herald*, Denison, Tex., 2nd vp; and George Sissler, *Memphis Commercial Appeal*, secretary-treasurer.

Sheehan to Chemical Book

John M. Sheehan Jr. has joined the sales staff of *Chemical Processing*, Chicago. Mr. Sheehan, formerly assistant advertising manager of the Fuller Co., Catasauqua, Pa., will represent the publication in Philadelphia, eastern Pennsylvania and Maryland.

Toye Joins WCAU-TV

Donald J. Toye, formerly with H-R Television Inc., New York, has joined WCAU-TV, Pittsburgh, as head of a new research unit in the sales and promotion departments.

Commission Outdated; Agencies Should Be Paid Salary Like Ad Manager, Carson Says

LOS ANGELES, Oct. 18—When the Western States Advertising Agencies Assn. invited Ralph Carson, Carson/Roberts, to speak at its media-agency relations meeting last week, apparently it didn't get what it expected.

In his speech Mr. Carson advanced the proposition that the 15% agency commission system is not equitable, that all agencies are not equal and should not receive the same compensation.

Following the meeting, the association issued this statement: "The WSAAA does not endorse Carson's viewpoint. In fact, the WSAAA is strongly in favor of increases in the commission system, both in scope and in percentage, in an effort to close the widening gap between agency compensation for services presently being rendered and a 15% figure which no longer pays for such services."

■ Mr. Carson supported his position by saying the 15% is a carryover from the days when agencies were jobbers for media when they did not have representatives. Now that media have their own representatives, "can the jobber system last in advertising when it is dying in other businesses?" he asked.

In his opinion, agencies "should be considered evaluators and paid by those we evaluate for." He asserted that some agencies make more money from 15% than they earn.

To substantiate this view, he cited two recent statements of local agencies. The first was that of Elwood J. Robinson, exec vp of Grant Advertising, in resigning the Breast O' Chicken account (AA, Oct. 3).

■ Mr. Carson pointed out the agency had spent money for research and merchandising "before it was made." He says this was possible "because they were not going to earn the money so they were willing to spend it." It is immoral for the agency to spend money in this manner, and immoral for the advertiser to ask for it, he asserted.

Citing another example, Mr. Carson said he understood another agency had said they lost out on an account when the agency they were competing with promised to spend 3% of gross income for research, and 1% for creativity, "before the discount was earned."

Mr. Carson declared agencies can only be willing to give money away before they earn it because they don't work for it. In his opinion, the agency commission system will not last. He thinks advertisers should hire agencies as they do an ad manager. They can pay the man $5,000 or $50,000, and they get what they pay for.

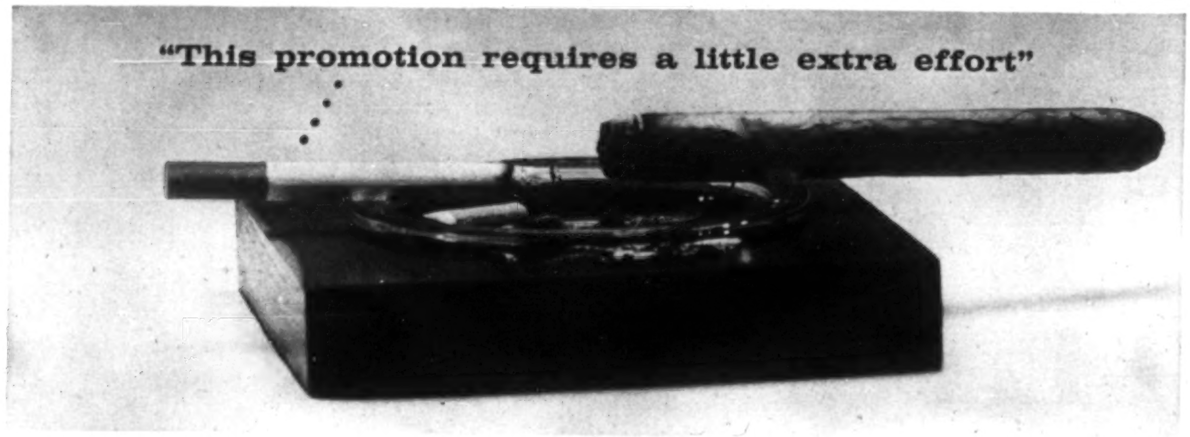
■ Representing the Southern California Broadcasters Assn., Cliff Gill, president and general manager of KEZY, Anaheim, covered the subject of agency-media relationships and also issued a plea for cooperation in projecting a better image of advertising.

Mr. Gill presented this summary of a survey among station executives with respect to problem areas in relationships: Stations could do a much better job if they knew the job to be done for the client; stations asked for availabilities for an unknown product for an undisclosed client; unreasonable demands for merchandising; poor internal coordination within agencies.

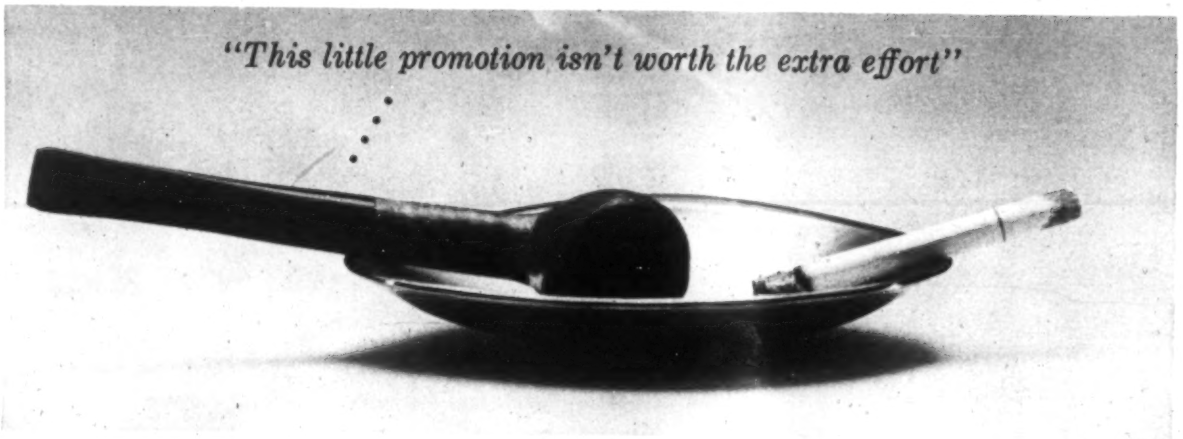
He declared that agencies and media "have utterly failed in working together to improve the public image of our common source of revenue, advertising." Mr. Gill warned that the FCC is now scrutinizing broadcast media with increasing closeness. This includes both programs and commercials, he said. Mr. Gill, who is chairman of the NAB code committee for radio, urged advertisers and agencies to use only stations adhering to the code.

■ Knox Bourne, McGraw-Hill vp, said many good industrial accounts can get by on ad budgets of $30,000 to $40,000, and that since this does not give an agency an adequate return, his organization advocates fees in addition to commissions.

Noting increasing dissatisfaction with media surveys, he said McGraw-Hill is more and more taking the position of having agencies or advertisers make their own surveys, using their own lists. In such cases, when the data is made available to McGraw-Hill, it will pay for the survey. #



"This extra promotion requires little effort"

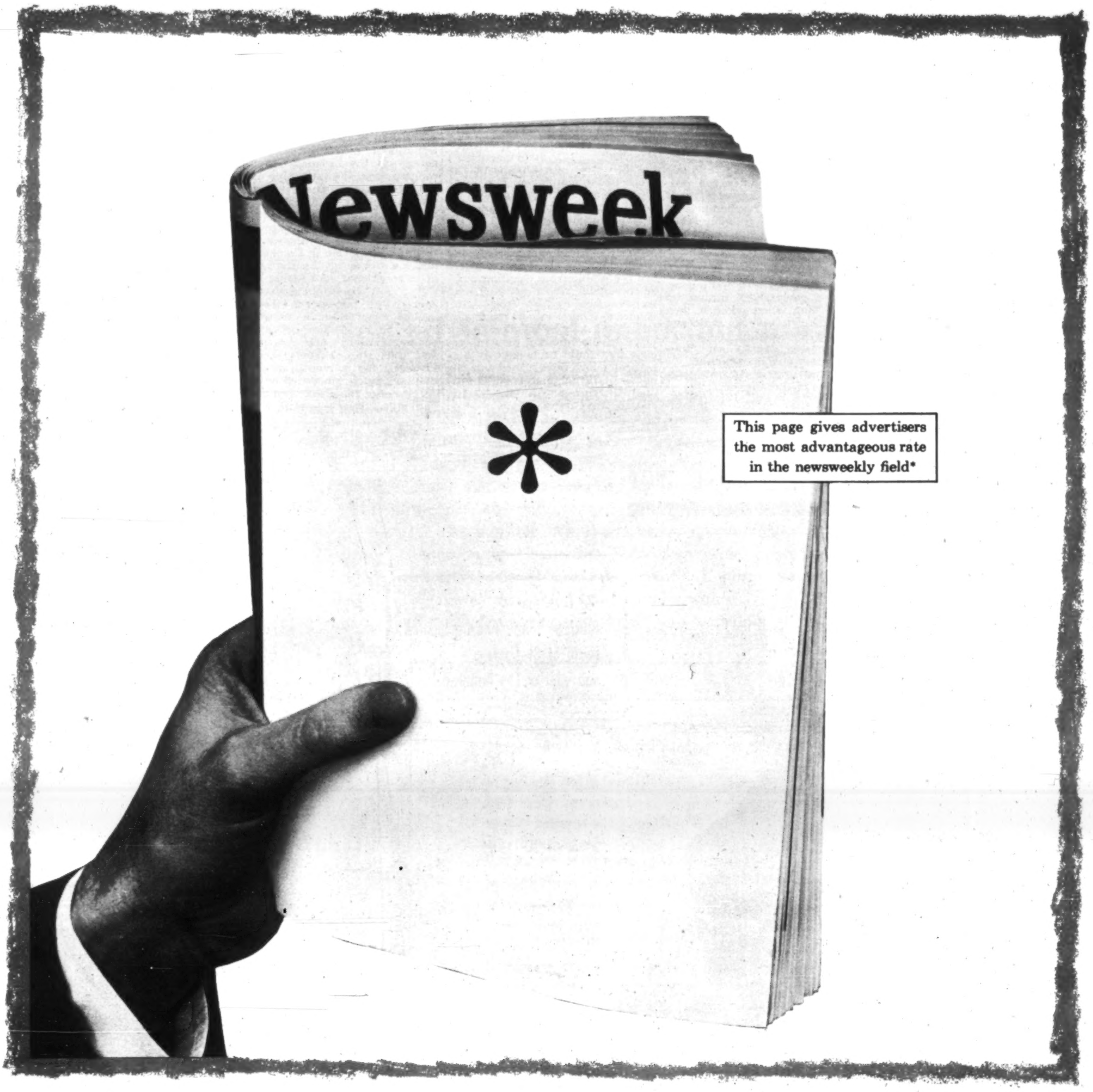


CLEAR COMMUNICATION—internal and external—group communications are essential today. But getting the right message to the right people isn't easy. You can lose so much in transmission. The simplest directions, or statements get foggy as they're passed along. Complete and clear understanding saves time and money.

That's why more and more clear-thinking executives turn to The Jam Handy Organization for straight-line communications assistance. Our business is helping to put the right message before the right people in the most effective and memorable way. For group communications help in all media, call

THE JAM HANDY ORGANIZATION

NEW YORK DETROIT CHICAGO HOLLYWOOD



This page gives advertisers
the most advantageous rate
in the newsweekly field*

*Where you meet the people who buy the best for their families...for their firms

People with high incomes are your best market for *consumer* goods. Today, these people have stepped up plans to buy homes, cars, major appliances . . . according to the Newsweek-sponsored Continuing Study of Consumer Buying Plans.

These same people, by and large, are your best market for *industrial* products. Many of them are managers, proprietors and officials . . . the executives who make the top decisions on business purchases.

Whether you are selling consumer *or* industrial products, consider this fact: **Per ad dollar, Newsweek delivers more high-income readers . . . more readers who are managers, proprietors and officials . . . than any other newsweekly.**

Leaders in business, government and the professions choose Newsweek because they prefer to draw their own conclusions based on fact . . . and Newsweek's reporting is always fair, factual, complete. To reach this leadership community efficiently, put your ad dollars in Newsweek.

Newsweek

The world-wide newsweekly for communication people.

NAB in Dallas . . .

Grant Sees Worldwide TV Audience of 2 Billion Viewers by 2000 A.D.

However, International Marketing Has Hazards, He Says, Citing Cuba

DALLAS, Oct. 19—The prospect of a world in which a major advertiser could buy audiences of 1.5 to 2 billion people was held up to broadcasters here today by Will C. Grant, president of Grant Advertising, Chicago.

Speaking to the regional conference of the National Assn. of Broadcasters here, Mr. Grant noted that in the near future lies a shrinking world of huge population—perhaps 5.5 billion people by 2000. With radio and television cutting across national boundaries, it will be possible for advertisers like Coca-Cola and Colgate to buy audiences of nearly 2 billion people at a time. The wedding of Princess Margaret reached a radio and tv audience of more than 300,000,000, he noted.

■ Mr. Grant stressed the importance of the broadcast medium, recalling that an informal survey by Grant researchers turned up the fact that, when asked if they would prefer to give up radio and television or penicillin, the majority of people (58%) said they would rather give up penicillin.

He made several concrete suggestions to the broadcasters:

1. That they could sell the industry better—particularly in radio—by emphasizing the total audience, not just homes. He pointed out that car radios add 25% to the audience, and that 60% of radios now sold are portables.

2. That they institute strict quality control for commercials. He said agencies cannot do it ("Agencies can't control other agencies") nor can FCC, which hasn't the scope or the manpower. It is up to the industry to do what some publications already do—turn down offensive advertising.

3. That they stop shoe-horning commercials. He emphasized that fewer commercials at higher prices are preferable from a selling power standpoint, and illustrated with experience drawn from Latin America. There, export managers had been known to take great pride in the number of commercials that could be bought at fantastically low rates. However, the power of the commercials was vitiated by the overloading of the station. In Guatemala it reached the point of "25 commercials in a row." Mr. Grant thinks there is somewhat the same tendency in this country in both radio and tv, and he urged limitation of commercials and higher prices for them.

■ He then traced some of the international experiences of his agency in the broadcasting field, ranging from the launching of Dr. I.Q. in Mexico to the premiere of commercial tv in Mexico, Brazil and Argentina (where the vehicle was a General Electric spectacular) to covering Southwest India from Radio Ceylon in Colombo. He also mentioned briefly the hazards of international advertising, citing Cuba. (Mr. Grant told ADVERTISING AGE before his speech that the agency "just doesn't know" the status of its Cuban office; that communications are impossible; and that they haven't seen the manager for a month, and that they are much concerned over the personnel of the office, and that he had given permission to suspend several months ago.)

■ The necessity for rising costs in television advertising, which Norman Cash, president of TvB, outlined in Atlanta (AA, Oct. 17), were presented in more detail to the Dallas meeting. Here is the TvB's case: In the next decade, the number of people in the U.S. will rise 20,000,000 or about 12%; at the same time, the amount of advertising will double to $22 billion. Thus the number of dollars spent in advertising per person will be considerably higher, rising 79% to $110 a person as against today's $60.

Theoretically, advertisers have the choice of 79% more advertising, or perhaps no more additional advertising, just higher cost "for what the advertiser is buying now."

■ TvB thinks tv's dollars will double in the decade, rising from $1.5 billion to $3 billion. However, it won't be accomplished by additional circulation—where 1960 has tv in 88% of all U.S. homes, 1970 will probably have only about 90%. What advertisers are likely to get in the way of increased listening and viewing will come from these factors: (1) Color, which will increase audiences; (2) more young families—by 1965 perhaps half the people in the U.S. will be 25 or less; (3) more leisure time; (4) more older families; (5) increasing mobility of tv sets; (6) more time on the air by stations, gradually reaching for a 24-hour broadcast day; (7) reducing the summer seasonal variation; (8) raising sets-in-use in daytime.

■ But after all these factors have been put into the equation, there will still be an $800,000,000 lag—and this lag will have to be covered by higher cost—"pure cost dollars." In fact, in breaking down 1970's revenue increases, 12% will come from added tv homes, 33% from increased sets in use, and 55% from increased costs. He pegged the cost-per-thousand increase at 38%—a modest figure when the public is enjoying a 45% increase in disposable income and a 69% increase in discretionary dollars.

Mr. Cash said tv's low cost per thousand has been helped by a relative reduction in talent-production costs, which offset the rising cost of time. He pointed out that while tv's cost per thousand was dropping in the last decade, newspaper and magazine costs were rising: tv's cost per thousand fell 40%, while newspapers' rose 33% and magazines' rose 36%.

Otherwise, the broadcasters' attention was riveted on the public relations and legislative problems of the industry. #

Libby Names Wentzel & Fluge

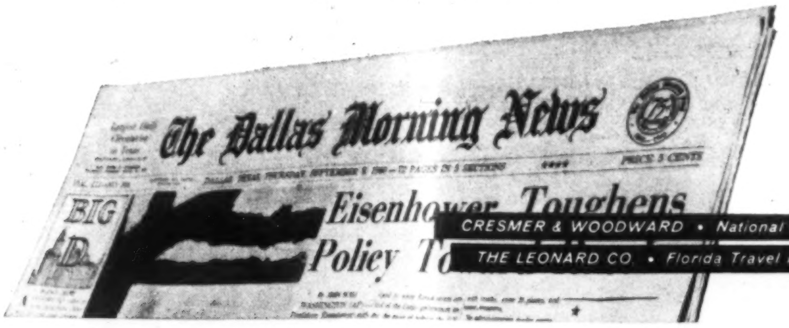
Libby Furniture Stores, Chicago, has named Wentzel & Fluge, Chicago, as its agency, succeeding R. Jack Scott Inc.

Q: What makes Big D big?

Big D is the
BIGGEST manufacturing center
south of St. Louis
and east of Los Angeles!
(U. S. Census of Manufactures, 1958)

Ling-Temco Electronics, Inc. — dramatic addition to Dallas' importance in the electronics industry.

Big D's retail volume is made bigger by The Dallas Morning News!
It's the only newspaper with circulation big enough to sell
both *the in-county* and *out-of-county customers of Dallas' stores — in addition*
to its influence on home-town purchases throughout Market Dallas!



CRESMER & WOODWARD • National Representative
THE LEONARD CO. • Florida Travel Representative

Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

The most important "firsts" among news magazines

Published records for the first six months testify to the advertising power of "U.S.News & World Report". They show beyond question that "U.S.News & World Report" is setting the pace among the news magazines in advertising growth.

Indeed, these records offer still further evidence that more and more of America's leading advertisers are evaluating "U.S.News & World Report" as . . .

The most important magazine of all

It's the *one* magazine that concentrates exclusively on the essential and useful news of our times. This is news that has drawn together a major segment of the high-income people who occupy the responsible positions in business, industry and finance, in government and the professions. Continuing studies show these are America's prime customers and prospects—not only for business goods and services but also for those discretionary family purchases (i.e., automobiles, air-conditioning, vacation travel, life insurance).

Responsible people are active people. They seldom have time for more than one news magazine. Subscriber studies prove it. So by concentrating their advertising in "U.S.News & World Report", advertisers are covering *a non-duplicated market of known buyers* with maximum effectiveness and economy. Result? The advertising "firsts" you see below.

U.S.News & World Report
THE COMPLETE NEWS MAGAZINE

The advertising shift to "U.S.News & World Report"

. . . as shown by these important "firsts" scored among the three news magazines during the first six months of 1960:

1st in business and industrial advertising page gains.
1st in total business and industrial advertising pages.
1st in consumer advertising page gains.
1st in corporate or "general promotion" advertising pages.
1st in total advertising page gains.
1st in advertising page gains from 100 largest advertisers in the news and management field.
1st in total advertising pages from these top 100 advertisers.

First, too, in these specific markets

1st in business life insurance pages.
1st in gasoline, lubricant and other fuel pages.
1st in railroad pages.
1st in financial pages.
1st in industrial development pages.
1st in engineering and professional service pages.
1st in building material pages.
1st in metal, chemical and plastic pages.
1st in office equipment pages.
1st in industrial machinery pages.
1st in manufacturers' material and supply pages.
1st in air-conditioning and heating pages.
1st in freight pages.
1st in total automotive page gains (cars, trucks, tires, accessories).
1st in passenger car page gains.
1st in smoking material page gains.
1st in beer, wine and liquor page gains.
1st in total insurance page gains.

Sources: Publishers Information Bureau and "USN&WR" Market Research Division.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,175,000 net paid circulation

Hopkins
Clark
Scott
House
Del Mar
Heard
Smock
Davis
Little

WESTERN FOUR A'S—*Present at the meeting of the western region of the American Assn. of Advertising Agencies were Dave Hopkins, McCann-Erickson, Los Angeles; Dick Clark and Louis E. Scott, Foote, Cone & Belding, Los Angeles; Arthur E. House, Arthur E. House Advertising Agency, Portland, Ore.; John L. Del Mar, Four A's, San Francisco; Niel Heard, Roy S. Durstine Inc., San Francisco; and new officers of the Four A's western region: Jack W. Smock, Young & Rubicam, Los Angeles, chairman: John W. Davis, Honig-Cooper & Harrington, San Francisco, vice-chairman; and Gaybert Little, Little & Co., Los Angeles, secretary-treasurer.*

Top 11 Agencies Place 60% of Net TV Time

Bates Leads All with $37,000,000 in All Nets; JWT Is No. 2; Y&R No. 3

NEW YORK, Oct. 21—Despite the increase in participating shows, segmented selling and scatter plans, network tv still is very much dominated by the big advertising agencies.

The latest industry estimates covering the first half of 1960 show that the top 11 agencies in network tv placed 60% of the total time billings. These estimates are based on gross time costs only; it is not known whether the rankings would change if program-production charges and time discounts were taken into consideration.

Some 129 ad agencies placed approximately $336,000,000 worth of business on the networks during the first half of the year. They ranged from ABC and CBS' best customer, Ted Bates & Co., with $37,000,000 on all three networks, to Albert Frank-Guenther Law with $7,000.

■ Bates, which not too many years ago was thought of as a spot-minded agency, placed 11% of all the network billings during the survey period. After Bates—with total share of network billings placement—in parentheses—were J. Walter Thompson Co. (9%); Young & Rubicam (7%); Dancer-Fitzgerald-Sample (6%); Batten, Barton, Durstine & Osborn (5%); Leo Burnett Co. (4%); McCann-Erickson (4%); Lennen & Newell (3%); Compton Advertising (3%); and William Esty Co. (3%). The Number Two placer on an industry-wide basis was NBC's most enthusiastic customer, JWT.

Once the leaders are in line, the spending level begins to fall off sharply. Of the 129 agencies active in network video, 46 had time billings of $1,000,000 or more. Or put another way, agencies 47 through 129 placed less than $1,000,000 in time on the nets.

■ These industry estimates are based not simply on agency of record assignments; they also reflect the individual product share of billings on shows that are supported by several products of the same or different companies.

Specific figures for the current quarter are not available yet, but the top ten lineups on each of the networks have changed somewhat, though the leading agency in each case remains the same.

Bates, as of October standings, remains ABC's biggest booster. This agency has advertisers on practically all the minute insert hour telecasts on this network. Among the Bates' clients very much in evidence on the 60-minute films at ABC are Brown & Williamson, Whitehall Labs, Warner-Lambert and American Chicle Co.

Also very active on ABC currently are Y&R, McCann, Dancer, Compton, Esty, FC&B, Benton & Bowles, BBDO and Wade Advertising.

■ Bates also is the biggest single placer of time on CBS, the network doing most to perpetuate the traditional sponsorship pattern of full or alternate backing by a single company. Here the big advertiser is Colgate-Palmolive Co., which is alternate on a number of programs, including two hour telecasts, the "Ed Sullivan Show" and "Perry Mason."

Other agencies in the current informal top ten at CBS are BBDO, JWT, Y&R, Burnett, B&B, L&N, D-F-S, N. W. Ayer & Son, and Compton.

On the basis of fourth quarter '60 and first quarter '61 business, the No. 1 agency at NBC is JWT. #

Agency Leaders in Network TV

First Six Months, 1960

(000,000 omitted)

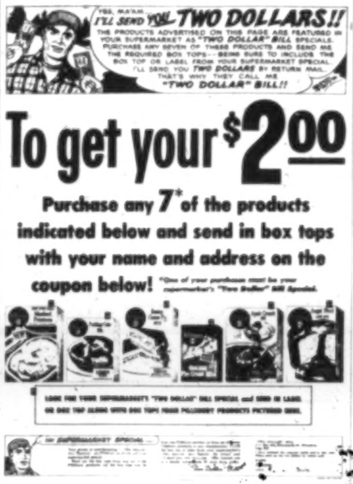
All Networks	Total Expend.	ABC		CBS		NBC	
1. Ted Bates & Co.	$37	Bates	$10	Bates	$20	JWT	$15
2. J. Walter Thompson Co.	29	Y&R	10	BBDO	14	D-F-S	9
3. Young & Rubicam	23	D-F-S	5	B&B	13	C&W	7
4. Dancer-Fitzgerald-Sample	21	McCann	4	JWT	11	Bates	6
5. Benton & Bowles	20	FC&B	3	Burnett	9	SSC&B	5
6. BBDO	18	B&B	3	Y&R	9	Esty	5
7. Leo Burnett Co.	14	Grant	3	D-F-S	7	Maxon	4
8. McCann-Erickson	12	JWT	3	L&N	7	Burnett	4
9. Lennen & Newell	10	Compton	2	McCann	5	Wermen & Schorr	4
10. Compton	9	Needham, Louis	2	Compton	4	Young & Rubicam	4
11. William Esty Co.	9						

NOTE: Figures are estimated gross time expenditures rounded out to the nearest million. They reflect specific product assignments as well as agency-of-record billings.

Pillsbury's Waterloo Offer Aims for Full Retailer Cooperation

WATERLOO, IA., Oct. 19—Pillsbury Co., Minneapolis, is experimenting with a new way to gain full retailer cooperation in special promotions.

A page ad in today's *Waterloo Courier* offers a $2 refund to consumers who send in six box tops from an assortment of six Pillsbury products, plus a box top or label from a product selected by the local grocer as his "two dollar" bill special."


YES, MA'AM, I'LL SEND YOU TWO DOLLARS!!
THE PRODUCTS ADVERTISED ON THIS PAGE ARE FEATURED IN YOUR SUPERMARKET AS "TWO DOLLAR" BILL SPECIALS. PURCHASE ANY SEVEN OF THESE PRODUCTS AND SEND ME THE REQUIRED BOX TOPS -- BEING SURE TO INCLUDE THE BOX TOP OR LABEL FROM YOUR SUPERMARKET SPECIAL. I'LL SEND YOU TWO DOLLARS BY RETURN MAIL. THAT'S WHY THEY CALL ME "TWO DOLLAR" BILL!!
To get your $2.00
Purchase any 7* of the products indicated below and send in box tops with your name and address on the coupon below!

Each food store manager selects as his own special any non-competing product he wishes. Chain stores and other food advertisers mention their specials in their regular food advertising in the *Courier*.

■ The sales idea was developed by Sales Programs Inc., New York. Story, Brooks & Finley, newspaper representative, is sales agent for the plan.

Howard Story Jr., exec vp of the rep company, said the plan brings the food store operator into the act by enlisting his aid, and assures distribution of the advertiser's product. He said the offer will create great response, "since $2 is a terrific magnet to any homemaker."

Leo Burnett Co., Chicago, placed the ad for Pillsbury. #

Braun to Best Foods

Robert H. Braun, formerly assistant director of advertising of Pepsi-Cola Co., has been named advertising manager of the Best Foods division of Corn Products Co., New York. He was with Pepsi-Cola for eight years.

'Ceramic Age' to Change Size

Ceramic Age, Cleveland, effective with its January, 1961, issue, will be published in the standard 8¼"x11¼" size.

Adman in the News . . . Alan T. Wolcott

Alan T. Wolcott last Friday became president and managing director of the Audit Bureau of Circulations, taking over that post from James N. Shryock, who retired.

In making the move, Alan Wolcott moved up in ABC affairs from the post of exec vp, which he has held since September, 1958. Prior to that he had been vp of the bureau, a post he was elected to in June, 1954, a month after he joined the ABC after 16 years with General Electric Co., with time out for Navy service as an ensign and lieutenant j.g.

Alan T. Wolcott

■ With Mr. Shryock's retirement, Mr. Wolcott becomes the fifth man to head operational activities of the ABC in its 46-year history. First director of ABC was Russell Whitman, who served two years. Next came Stanley Clague, who left his own agency to head the bureau during its formative years, and then came O. C. Harn, former advertising manager of National Lead Co., who was followed after his retirement by Mr. Shryock, a former newspaper circulation executive.

The Audit Bureau of Circulations, with some 3,900 members—approximately 2,800 publishers and 1,100 advertisers and agencies—a [illegible]5 and an annual income of approximately $1,700,000, is probably the largest cooperative organization in the advertising field.

■ Alan Wolcott was born in Hebron, Neb., in 1916, graduated from the University of Nebraska in 1937, and joined General Electric's business training program, holding various positions of advertising management, including advertising manager of the chemical division. From 1951 until he left to join ABC, Mr. Wolcott was manager of media relations in the marketing services division of GE at company headquarters in New York. His job included coordination of schedules in over 1,100 newspapers, 700 magazines and business publications, and nine radio and tv programs.

■ Pointing out that ABC policy is set by the bureau's board of directors, Mr. Wolcott is nevertheless optimistic that reports and bureau activities can be made more useful to publishers and advertisers from a purely management standpoint. "I'm optimistic that the bureau can render greater service than it has," he said, "but I do not believe we shall move out of our basic service area.

"I think it is our job to continue to deal with circulation facts that can be measured by audit, and to work toward making those facts more useful. I do not see the bureau expanding into such areas as broadcasting, or readership measurement, or the content of advertising, although naturally such decisions are decisions which will be made by the board.

■ "I consider the job of president of ABC to embrace three basic functions," Mr. Wolcott said. "The first and most important is auditing. It is our job to provide the finest, most useful, most effective auditing service which can possibly be achieved, and I think we can expect considerable improvement in this area as the years go on, particularly with the production of new electronic equipment which makes it possible to do some of this work more quickly and more easily than ever before.

■ "The second basic function of this job is administrative. The Audit Bureau is a fairly large organization, with a staff of 175, dealing in very sensitive areas, and the pure problems of administration of this organization are of some size.

"I think the third basic function of this job is industry relations, and I hope to devote a considerable amount of time and energy to this phase of our activities, as I have done in the past.

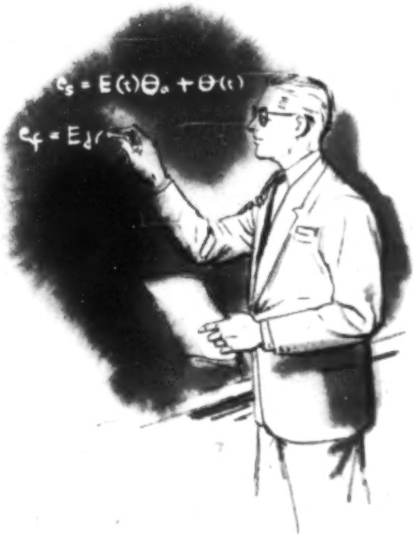
"The ABC is a unique organization, formed to be mutually helpful to buyers and sellers of print advertising, and I believe its function and operations, and its limitations as well, should be better understood within the advertising field than they now are. It is part of our job—and one to which I expect to devote a considerable part of my time—to make certain that the ABC is understood and appreciated by both buyers and sellers in the advertising field." #

'Family Physician' to Bow

Family Physician, first issue of a new monthly magazine, will be mailed April 21, 1961, by the American Academy of General Practice, Kansas City. The American Academy also publishes *GP*, monthly scientific magazine that goes to 26,000 physician members and 2,000 other physician subscribers. The new publication will be mailed to more than 35,000 nonmember physicians in active general practice. Mac F. Cahal, publisher of *GP*, will be publisher of *Family Physician*. Advertising rates will be announced in January.

DDB Gets Olin Metals

The metals division of Olin Mathieson Chemical Corp. has appointed Doyle Dane Bernbach Inc., New York, its agency, thus joining the other portions of the Olin account making the move from D'Arcy Advertising.


$e_s = E(t)\Theta_o + \Theta(t)$
$e_f = E_d($

information theory

The conservation of time and energy in communications is the essence of information theory.

In electronics, this is applied by eliminating repetition and transmitting only that which is new and useful.

This principle is applied by Electronic News in newsgathering, editing, and reporting.

Electronic News delivers maximum information in minimum time to the industry's key executives and engineers.

Today's Index
Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Spec Setup

Business Papers Given Option in ABC Compromise on Auditing Unpaid

(Continued from Page 1)

Chemical Co., St. Louis, was re-elected a director by the advertisers division, and subsequently re-elected chairman of the ABC board. All other directors whose terms expired were also re-elected, except for four who did not stand for reelection.

William H. Ewen, of the Borden Co., New York, and Carleton Healy, Hiram Walker Inc., Detroit, retired and were succeeded by Ray Weber, Swift & Co., Chicago, and R. M. Budd, Campbell Soup Co., in the advertiser division.

Thomas B. Haire, Haire Publishing Co., New York, declined renomination in the business paper division and will be succeeded by Ed Henderson, Business News Publishing Co., Detroit. In the Canadian newspaper division, John C. Preston, of the *Expositor*, Brantford, Ont., retired and will be succeeded by Kenneth A. McMillan of the *Toronto Star*.

■ E. R. Hatton, of the *Detroit Free Press*, and H. H. Rimmer, of Canadian General Electric Co., were re-elected vice-chairmen. John H. Platt, of Kraft Foods, Chicago, also was named a vice-chairman, succeeding retiring Mr. Ewen.

S. O. Shapiro, of Cowles Magazines, was re-elected secretary, and George Dibert, J. Walter Thompson Co., Chicago, was re-elected treasurer.

The annual ABC meeting—the first held outside of Chicago in the bureau's 46-year history—was routine in all respects except the action on the business paper form. The decision to show occupational breakdowns and other audited material on the free portion of business paper members' circulations was taken at the board meeting immediately preceding the annual meeting, and reportedly represented an affirmative vote of all directors except those representing newspapers. Although the decision affects only business papers, newspapers have consistently opposed any loosening of restrictions against auditing unpaid circulation, presumably because they fear this may bring a weakening of their opposition to free-circulation shopping papers.

■ The new business paper form—which probably will be made available for use in connection with statements for the first six months of 1961—was carefully discussed at all sectional meetings yesterday. The advertiser division, which has been pressing for the change in auditing procedure for many years, "enthusiastically and unanimously endorsed" the action of the board. The agency division went a step further—it not only unanimously approved the action but expressed its formal desire for the quickest possible implementation of action.

At the newspaper division meeting, the scene was exactly reversed. The new form was vigorously and unanimously denounced, and the board was urged, in an uncompromising resolution, to reconsider and rescind its action at its meeting in December.

The newspaper division, said the resolution, "wishes to go firmly and unanimously on record in support of the newspaper directors on the board in opposing the move, which would allow the appearance of unpaid distribution figures in prominence equal to paid in ABC reports, and to the proposed change in the form . . . We petition the board to continue the practices as emphasized by the words on the bureau's seal, 'Audited paid circulation'."

■ The most thorough discussion of the action took place, understandably, in the business paper division, where the move was reviewed as a necessary compromise and accepted, but without enthusiasm.

Reviewing the history of the proposal, William D. Littleford, of Billboard Publishing Co., an ABC director, told the business paper divisional meeting how buyers have pressed hard for a full audit, on the existing blue form, for all circulation of business papers—paid and free—and how the business paper directors had resisted such moves.

■ At Quebec last June, the board, which previously had expressed itself as in favor of all-out auditing, reversed itself and voted to eliminate all mention of unpaid from the business paper form.

"Your directors found," Mr. Littleford reported, "that a large majority of ABC business papers favored the Quebec decision, but quickly decided that the decision could not be upheld in view of advertisers' and agencies' desire for more information." There was real danger, he said, that attempts to uphold the Quebec decision might actually lead to unacceptable action at the other extreme, and the new plan was finally hammered out as a compromise.

■ At the meeting, Angelo Venezian, of McGraw-Hill, read a prepared statement of McGraw-Hill's position. It pointed out that "at this point we favor adoption of this proposal." He also said, however, that his company has some reservations—notably that "audited paid circulation" should not be applied to audits which include unpaid, and that arrearages and renewals ought not to be shown on statements which include audits of unpaid.

The division adopted no resolutions, however, and the expressions of opinion were merely "for the record."

Under the new rules business papers which do not have or do not wish to show unpaid circulation to the field covered will continue to use the present blue form, with some relatively minor changes. Those which have unpaid circulation on a controlled basis will have the option of using the new ivory business paper form, and on this form, in addition to the information on paid circulation, they will also show "average unpaid distribution to field served (every issue for six months or more)" and "total average paid circulation and unpaid distribution to the field served."

Individual issues covered by the report will be shown with two added columns, "unpaid" and "total."

■ The major and most important change will be the occupational breakdown, which will be revised to show "paid," "unpaid" and "total" for each occupational classification.

A clarification of publicity rules so as to make certain that "total" figures cannot be quoted as "ABC paid," is expected shortly.

Aside from the usual resolutions of thanks to speakers, directors, and staff, and special resolutions marking the retirement of President James Shryock and Vernon Hanson, research director of the bureau, there were few other resolutions.

The magazine division asked the board to consider adoption of a rule applying to magazine subscription sales so that a cash discount of 5% be allowed on the sale of new and renewal subscriptions without affecting the status of such sales in ABC reports.

RETIRING—*Vernon Hanson (left) shakes hands with his successor, Robert Roberts, in the post of research director of the Audit Bureau of Circulations. Mr. Hanson retired after over 40 years with ABC. Now a publications consultant in Hinsdale, Ill., Mr. Hanson was honored at national circulation roundtable of Associated Business Publications in New York.*

■ The agency division asked elimination of Paragraph 3, "Population Groups," on consumer magazine reports, and its replacement with either Nielsen county-city size definitions or some other form of standard metropolitan area breakdowns. It also urged a restudy of city markets and trading zones with a view to aligning them with other population and market reports.

The *Journal*, a weekly in Tuscola, Ill., won the grand award for its ABC promotion. Other award winners in the ABC competition for best promotion of the association's objectives included a special award to Mary Cardon, director of media and research, J. Walter Thompson Co., Montreal, for a statement, "How I use ABC data."

■ Speaking at Friday's session, Arthur H. Motley, president of *Parade*, warned that unless members increase their support of ABC there will be a return to conditions of 50 years ago, "when everybody in the communications end of advertising had his own private circulation figures and swore with a straight face that they were honest."

He warned ABC publishers not to play the "numbers game" in imitation of electronic media. "Electronic media don't have anything comparable to audited paid circulation figures," he said. "In the absence of such figures, they have been forced to depend on private research services which attempt to measure electronic audiences. All of them, however, arrive at different answers."

Mr. Motley deplored what he called "pressures" put on magazines in recent years to produce figures to compete with "boxcar projections of electronic media."

■ "Under this pressure," he continued, "many publications have attempted to prove with promotional research that there is no difference between paid and unpaid circulation—subscriptions, newsstand or pass-along. This is entirely contrary to ABC concepts.

"Some publishers have yielded to the temptation to sell their values in terms of reach, exposure and other nonauditable factors. Even so, those of us who still use ABC figures have continued to sell successfully," he said.

Aiming his remarks at advertiser members of ABC, Mr. Motley declared that advertisers "wanted and needed controls in the form of honest audited circulation.

"You can't expect publisher members to stand fast on basic principles set up by ABC unless you support these basics and caution your own personnel and personnel of your advertising agencies against blind faith in privately sponsored research in the field of audience projections."

■ Warner S. Shelley, president of N. W. Ayer & Son, Philadelphia, told the meeting that the ABC might be able to "carry us the first and most important mile" along the road to ensuring truth and accuracy in the content of advertising.

"Of all the elements that may or may not go into an advertisement," he said, "only facts can be measured with precision. The truth can be audited. And truth in the written and spoken word is the heart and soul of advertising."

Mr. Shelley added that the ABC "has created standards and developed techniques for verifying facts and ensuring accuracy in circulation statements. It has established methods for giving us assurance of truth. One of our industry's greatest needs today is for assurance of truth in advertising messages. It's a job that needs to be done, but nobody's doing it. It's a loose ball, up for grabs. When a ball gets loose on the football field, it's usually grabbed by the player who is closest to it."

■ Don Frost, of Bristol-Myers, chairman of the Assn. of National Advertisers, warned that advertising faces a greater challenge than ever—one aimed not at the practices of advertising but at the function of the business; "not to what we say and how we say it, but to our very right and justification in saying it at all."

As symptoms of this challenge he cited "the ultimate in derogation" offered to advertising by speakers at the political conventions; and "a malicious collection of half truths" that is "rapidly making the term waste-maker synonomous with marketer."

Another symptom, he said, was a top economic advisor to one of our national parties assailing the expenditure for advertising as a waste of national resources. This man, he added, "recommends that advertising be taxed to control this expenditure" (this was an apparent reference to Arthur Schlesinger Jr., advisor to Sen. John Kennedy, Democratic candidate for President).

■ Mr. Frost said that "when the value of the advertising investment is being eroded through public distrust, disbelief, cynicism, misunderstanding, then it is time for advertising people to take warning, time for advertising people to take steps to turn the tide in attitude which well may be running against us."

He suggested that one of the ad trade publications "run a definitive article or series of articles putting the spotlight on the function of advertising. Call it 'the case for advertising,' if you will."

He further proposed that advertising tell its story to all Americans. "Each and every one of us must become a zealot. We must believe in advertising, and believing it, we must make others believe in it as well." #

'Medical News,' Ciba Promotion, Goes Independent

NEW YORK, Oct. 21—*Medical News*, bi-weekly newspaper sent to physicians for the past five years by Ciba Pharmaceutical Products, will be launched as an independent publication, open to advertising from all ethical drug companies.

Agencies and advertisers in the ethical drug field were informed of this development this week by Blake Cabot, who will be publisher of the newspaper.

Mr. Cabot has been editor of *Medical News*, working out of Sudler & Hennessey, the agency which produced the paper for Ciba.

Ciba decided to discontinue sponsorship of the paper in a move to cut its promotion expenses. The paper was costing the company about $600,000 a year. It is understood, however, that Ciba, which sold the *Medical News* name to Mr. Cabot, has guaranteed the paper a regular advertising schedule.

KVPD Chairman McGinnis Dies at 63

MILWAUKEE, Oct. 21—A. R. (Pat) McGinnis, board chairman of Klau-Van Pietersom-Dunlap, died of a heart attack last night, his 63rd birthday.

Mr. McGinnis joined the agency in 1936 when Harman-McGinnis, a St. Paul agency, was absorbed by Klau. He was named vp in 1941, exec vp in 1946, president in 1955 and board chairman in 1957.

He was born in Evansville, Ind., and attended Indiana University. He worked for a time on the *Evansville Journal*, of which his father was co-publisher. He was a copy director of Gibben-Harris Inc., a St. Joseph, Mo., agency, and later worked for printing companies in St. Joseph and St. Paul.

In 1929 he opened Harman-McGinnis with Fred Harman, an artist who later gained fame as the creator of the "Red Ryder" comic strip. #

McNaughton Named President of Van der Boom, Hunt

Jack McNaughton

Jack McNaughton, exec vp of Van der Boom, Hunt, McNaughton, has been named permanent president of the agency. Mr. McNaughton, who has been alternating president for the past 13 years, now will hold the post on a continuing basis, following the relinquishment of stock interest by Gordon Van der Boom. Mr. Van der Boom will open his own agency in the near future.

Mr. McNaughton, who began his career with J. Walter Thompson Co., later opened Consolidated Advertising Agency. He subsequently changed its name to Van der Boom, Hunt, McNaughton when he merged his agency with the Van der Boom agency in 1946.

"WHO's losing whose marbles? Why did we put so much of the metro market budget in the New York News? It's simple arithmetic, that even you ought to be able to understand, Howie. The News has the lion's share of buying power in the market—510,000 readers in over-$10,000 families—which is 170,000 more than the sheet you're so sold on. And 3,310,000 readers in over-$5,000 families. You have to buy three other papers to match it!"

THE REVIEWERS:

THEY'RE BUSY WRITING RAVE REVIEWS OF ABC-TV'S NEW SHOWS.

DOCUMENTARIES

CAST THE FIRST STONE (BELL & HOWELL CLOSE-UP): "Direct and uncompromising. A sound treatment of a subject unfortunately still regarded as controversial." *J. Gould, N. Y. Times*

EXPEDITION: "Superlative. We were intrigued." *Nick Kenny, N.Y. Daily Mirror*

COMEDY & VARIETY

FLINTSTONES: "A chipper satire." *Atra Baer, N. Y. Journal-American*

"... the program uses first-rate animated cartoons! The series has the sort of talent behind it that seldom fails!" *Time Magazine*

MY THREE SONS: "Very funny—give it a look." *John Crosby, N.Y. Herald-Tribune*

"My Three Sons is an amazingly unexpected television program—an intelligent domestic situation comedy." *N. Y. Journal-American*

GUESTWARD HO: "It achieved an entertainment level well above that reached by most of its rivals." *N. Y. Times*

"It is a slick, amusing little caper." *N. Y. Herald-Tribune*

BING CROSBY SPECIAL: "Bright and winning!"
Harriet Van Horne, N.Y. World-Telegram and Sun

"Bright, blithe musical party." *N. Y. Mirror*

VICTOR BORGE SPECIAL: "A blithesome hour of brittle foolery and lilting music!" *Ben Gross, N. Y. Daily News*

"It was a dandy!" *Jack O'Brien, N. Y. Journal-American*

ADVENTURE

HONG KONG: "Tautly written and deftly acted. Here is a winner."
N. Y. Daily News

"A first rate adventure show with a sense of humor."
T. V. Key, N. Y. Journal-American

STAGECOACH WEST: "Well acted and directed . . . fine for the long haul."
Jack O'Brien, N. Y. Journal-American

THE VIEWERS:

THEY'RE BUSY WATCHING ABC-TV...MORE THAN ANY OTHER NET!

The ultimate critics—the customers—have their own ways of reviewing the networks. With the twist of a dial. And, even though the new season is not yet set, their dials already are . . . on ABC-TV. The first 27-Market Trendex of the season, covering the first seven days of October, shows **ABC FIRST IN AUDIENCE.*** Quite a performance, when you consider these facts: the report covers 24 of the 27½ hours (over 87%) of new programming. Of course we know one or two winning surveys don't make a season; but they're sure a nice way to start!

ABC TELEVISION

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*SOURCE: Trendex, Oct. 1960 Report, all evening sponsored half-hour & hour programs.

The Editorial Viewpoint . . .

What Can a Man Believe?

For months the advertising and business world has been intensely stirred by assertions that Sen. Kennedy and the Democratic party are violently anti-business, and that in particular they plan action to divert spending from consumer goods and services toward so-called public sectors of the economy, including a tax on advertising.

Such actions have been advocated, or at the very least suggested, by Arthur Schlesinger Jr. and J. Kenneth Galbraith, both generally conceded to be high in the economic councils of Mr. Kennedy.

But now comes Mr. Kennedy before a group of business paper editors, to reaffirm his assertion of a month or so ago to ADVERTISING AGE that he has never had under consideration a tax on advertising, and to say that he does not want to talk about "diverting" activity from the private to the public sector of the economy because the entire economy is "low rate" and we are actually "under-consuming." In addition, he says, we ought to look at the whole tax structure and perhaps offer tax incentives to companies for plant modernization!

Under these conditions, what can a man believe?

The answer is, unfortunately, that what you believe depends on which candidate or which party you happen to favor.

If what Sen. Kennedy told those business paper editors is true, and if what Vice-President Nixon has been saying is also true, then—over the relatively short run at least—fears which have been so widely expressed about the future of advertising and marketing in our economy are groundless, and we can presumably move on to other things.

But the fact is that all of us know instinctively that our fears are not groundless, no matter whether Mr. Nixon or Mr. Kennedy takes over the occupancy of the White House.

A tide of doubt and disturbance and re-examination of basic economic and social problems is running strong, and nothing much is going to stop it until it has run its course. We can expect that our whole way of life, our social structure and our business mechanisms, will be the subject of searching and not always sympathetic inquiry, for a considerable time to come.

Maybe this is a good thing. Maybe it is important for us all to re-examine what we are doing, and how we are doing it, and where we are pointing, with seriousness and care and thoughtfulness. Such self-examination cannot hurt, and it may be of the greatest possible help. If it is an ill wind that doesn't blow a little good, then perhaps it is good that such self-examination is being thrust upon us.

'We Are Crummily Underpriced'

Last week in Atlanta, Pete Cash, president of the Television Bureau of Advertising, discussed potential tv advertising volume before a regional meeting of the National Assn. of Broadcasters.

By 1970, Mr. Cash told his listeners, tv volume will amount to slightly over $3 billion dollars, and a substantial part of the increase will have to come from rate increases of about 5.5% a year. "The cost of tv has to go up," Mr. Cash said. "We are crummily underpriced."

In the meantime, in Washington, a book bearing Postmaster General Arthur Summerfield's name was released. It is "U. S. Mail, the Story of the U. S. Postal Service."

Mr. Summerfield's book insists, despite all the visible evidence to the contrary, that U. S. mail handling has been enormously improved under his stewardship. It also plays his familiar tune that most of the post office's problems—and especially its deficit problems—are caused by the tremendous amount of second and third class mail which is handled "below cost." The post office, he says, is subsidizing these users to the extent of half a billion dollars a year.

Mr. Summerfield wants rates increased in this area. And maybe, for the wrong reasons, he may have something there. Maybe postal rates for the second and third class ought to be sharply increased. Maybe television rates, and newspaper and magazine and other advertising rates, ought to be similarly increased.

Maybe all of advertising is "crummily underpriced." And maybe all of us—the media, the advertisers, the economy and the public—would benefit if mass communication of all kinds—including advertising—were not so low priced.

One of the great public relations problems of advertising is its pervasiveness and its insistence, and this is largely a function of its physical volume. To that extent, increased costs which might result in a smaller physical volume might conceivably be of benefit to advertisers, media and the public alike.

If users of the mail, for example, could be assured that higher postal rates would mean substantially less competition for the mail reader's attention, they might find higher rates useful, rather than otherwise. And if television advertisers and others found higher rates reducing the physical volume of tv advertising, they too might find a new rate structure palatable.

The thought is, at the very least, intriguing.

Gladys the beautiful receptionist

—Burt Kaufman, Boston, Mass.

"When they found out that he used to write fiction, they transferred him to motivational research."

What They're Saying . . .

Damning with Faint Praise?

What role do these large and growing expenditures for advertising have in our economy? On this subject, there are two main views:

Consumer spending as a proportion of income after taxes has been remarkably stable over the years. Therefore, some argue that, although advertising has been an influence in the choice between one brand and another or even one product and another, it has not expanded the total market for goods and services.

A second view holds that advertising creates wants which otherwise would not exist. Thus, consumers spend more than they otherwise would, and the enlarged market enables the efficiencies of high volume to offset the cost of advertising.

So far no one has found a way to evaluate whether advertising merely affects the distribution of spending or whether it expands the total market. But experience seems to suggest an answer somewhere between the two views. Clearly, much of today's advertising simply provides information to help the consumer decide what will best fulfill his (already existing) wants. And some advertising attempts to create wants.

How successful advertising is in this attempt is the question. The fact is that the market has grown—per capita consumption in terms of constant purchasing power is one-fifth higher than it was in 1946. Thus, in absolute terms, consumers are buying more. In addition, people with higher incomes save a higher *proportion* of their income. So as incomes rose over the post-war period, it would have been logical for the savings rate to rise. That it did not, may, in part, be due to the influence of advertising.

—"Business in Brief," issued by the economic research department of The Chase Manhattan Bank, New York.

Advertising Age

Trademark Registered • **THE NATIONAL NEWSPAPER OF MARKETING**

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

John Bartlow Martin wrote his love letter to Chicago in the *Post*, rating it the worst place in the U. S. to live, after only 20 years' residence in the vicinity.

Old settlers say he'll like it better after he's been there a while.

•

"It works while you sleep," now being used in the promotion of Alka-Seltzer, was originated in behalf of Cascarets, but the copyright has probably run out.

•

Sen. Kennedy told the ABP that America is under-consuming, while his friend and counselor, Prof. Schlesinger, says there's a "private glut."

Maybe they're getting their statistics from different sources.

•

The Yankees outhit, outscored and outhomered the Pirates, but still lost the World Series.

Just as in the business world, it was all a matter of distribution.

•

General Electric's Schenectady workers decided Mr. Carey's game wasn't worth their candle, even though the union head had assured them he owed GE a strike.

•

Gas industry must fight competition with advertising, says G. J. Tankersley.

The principal competitors are coal, oil, electricity and sunshine.

•

The jury that turned down the latest damage suit against the tobacco companies, charging cigarets with inducing lung cancer, included seven smokers.

They refused to admit that they have been trying to commit suicide.

•

Allen E. Fitzpatrick thinks media should be able to tell him how much it costs to make a sale through advertising.

A lot still depends on the product, the price and the competition.

•

"Dentifrice ads give consumers false sense of security, dentists told."

But they have to admit that Crest can say, "Look, mom, no cavities!"

•

Annual model changes, says H. F. Lehman of Frigidaire, simply give the consumer the latest and best the manufacturer can produce.

And if she isn't convinced that they represent progress, there's no sale.

•

Teen agers, says *Seventeen*, buy not only cosmetics and clothes, but everything from silverware and diamond rings to furniture and foods.

After the diamond ring, the sky's the limit.

•

A population expert blames the advertising business for boosting the number of consumers for its own selfish ends.

Actually, it started with the instalment furniture house which advertised, "You furnish the girl, we'll furnish the house."

COPY CUB.

Now... a new and one of the most complete market and media research programs comes to one of the nation's top ten markets—The Washington Post's Continuing Audit of Home Purchases for the Washington, D.C. metropolitan area.

Ask your Sawyer, Ferguson, Walker Company representative for details.

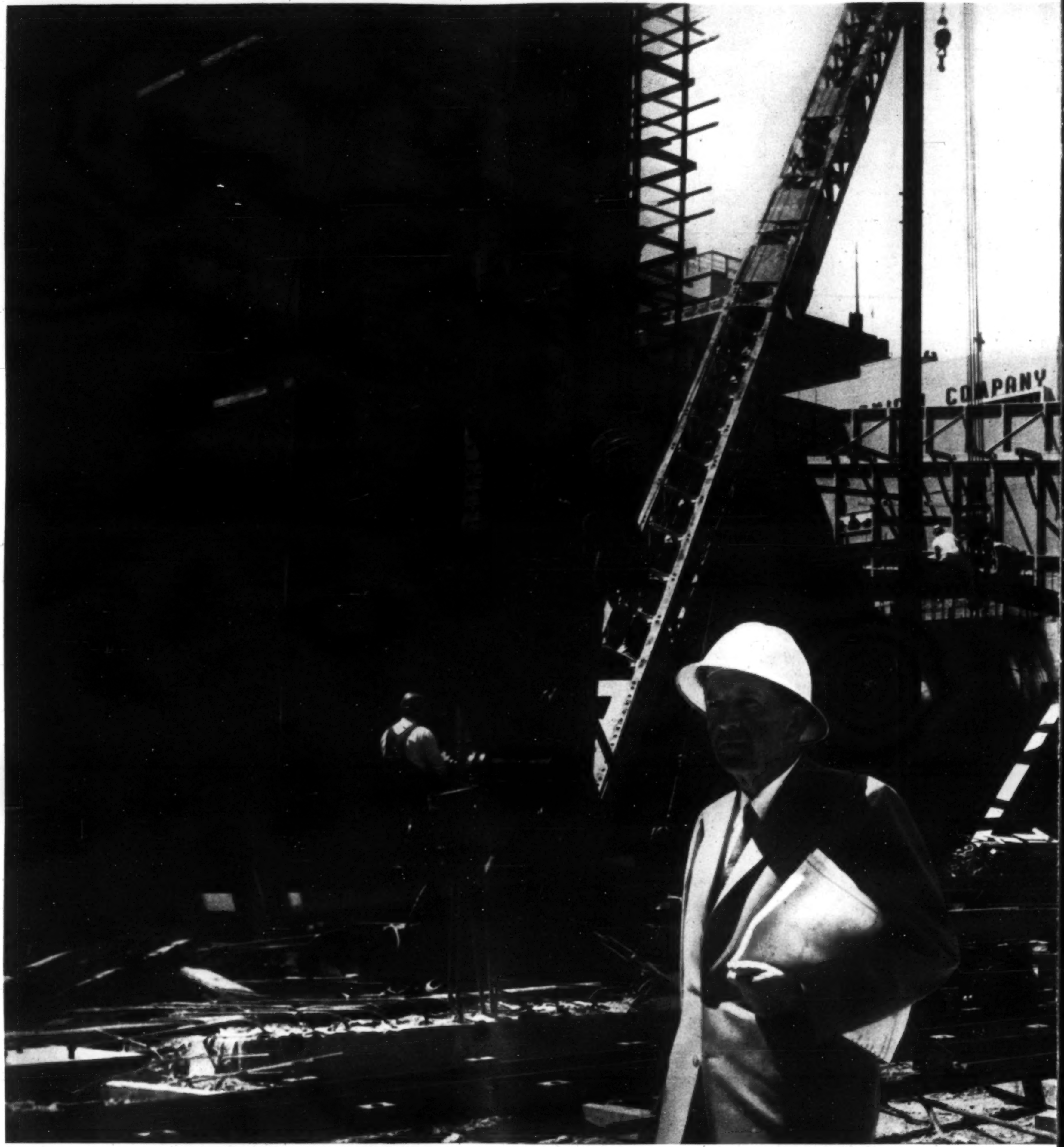
TOTAL ADVERTISING
First Eight Months, 1960
Media Records
6 and 7-Day Newspapers

1.	Los Angeles Times	53,018,136
2.	Miami Herald	41,051,920
3.	New York Times	39,963,378
4.	Milwaukee Journal	36,709,996
5.	Chicago Tribune	36,286,000
6.	Cleveland Plain Dealer	33,805,680
7.	The Washington Post	29,651,054
8.	New Orleans Times-Pic	28,924,410
9.	Washington Star	28,252,293
10.	Houston Chronicle	27,975,994

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.



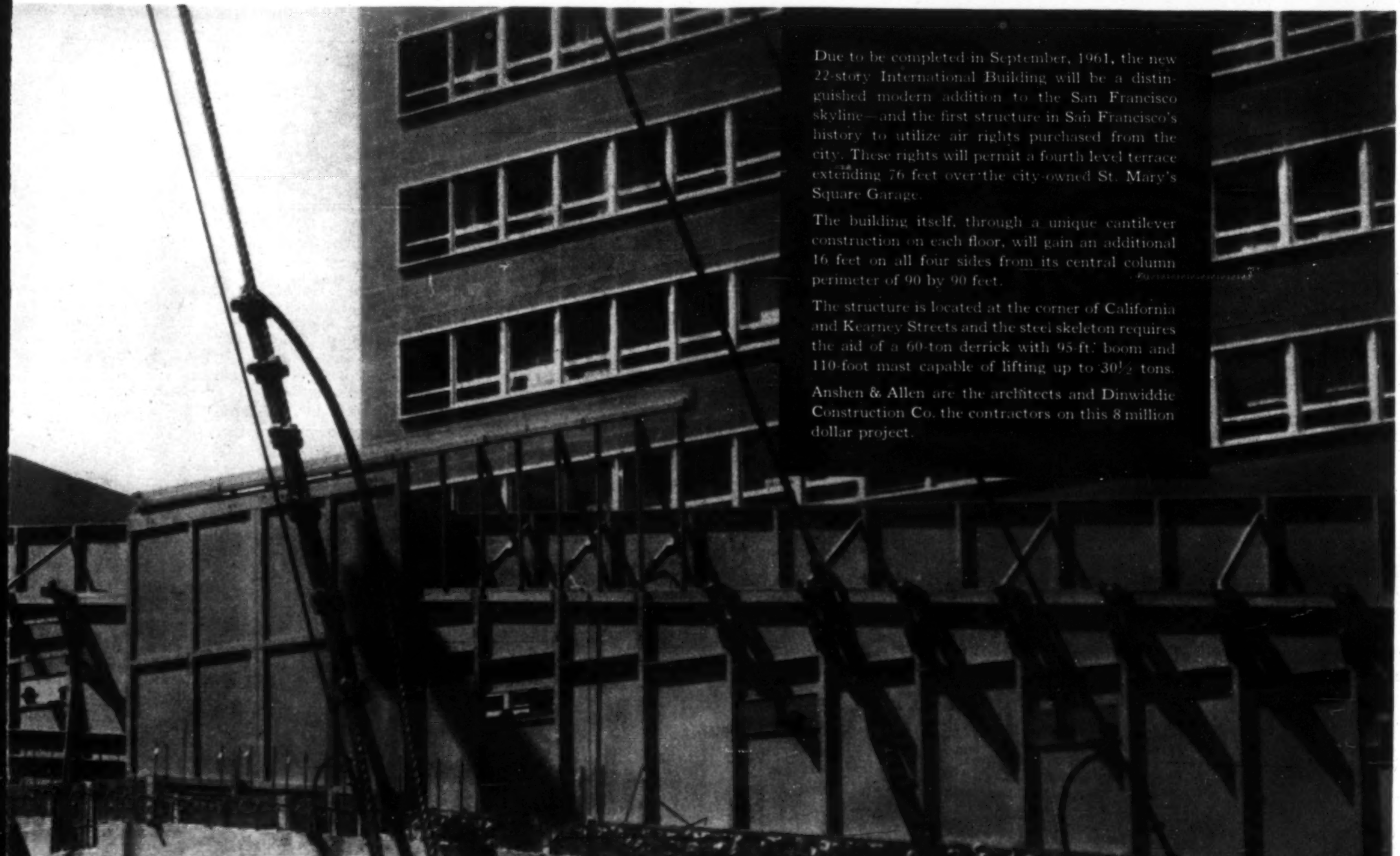
IMAGINATIVE, PERSISTENT, INFORMED, SUCCESSFUL...

That's John J. Gould, *Consulting Engineer on San Francisco's new 22-story International Building.*

From the elaborate temporary buildings of a World's Fair to permanent skyscrapers, warehouses, garages and wharves, John Gould's approach to structural engineering problems has always been one of imagination—and the persistence required to turn imagination into full-blown, functioning reality.

A native of Switzerland, and fluent in English, French and German, he arrived in San Francisco in 1925, after a solid technical education at the Engineering School of Zurich and a brief introduction to U. S. construction methods in New York. In the years between, he's become an expert on earthquake safety in buildings and has supervised the structural side of more than $400,000,000 worth of construction.

Men like John Gould—the men under the hard hats who



Due to be completed in September, 1961, the new 22-story International Building will be a distinguished modern addition to the San Francisco skyline—and the first structure in San Francisco's history to utilize air rights purchased from the city. These rights will permit a fourth level terrace extending 76 feet over the city-owned St. Mary's Square Garage.

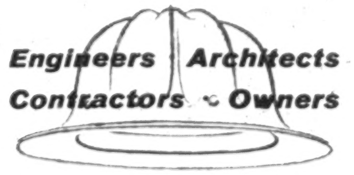
The building itself, through a unique cantilever construction on each floor, will gain an additional 16 feet on all four sides from its central column perimeter of 90 by 90 feet.

The structure is located at the corner of California and Kearney Streets and the steel skeleton requires the aid of a 60-ton derrick with 95-ft. boom and 110-foot mast capable of lifting up to 30½ tons.

Anshen & Allen are the architects and Dinwiddie Construction Co. the contractors on this 8 million dollar project.

are transforming the face of America with big ideas built on imagination and rugged determination—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the equipment, machinery, methods, materials, money and manpower they need in their work. These are the men you sell when you advertise regularly in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:



Engineers Architects
Contractors Owners

ENGINEERING
NEWS-RECORD

HAVE YOU SEEN
ENR's NEW FILM
UNDER THE HARD HAT?
IF NOT, ASK AN
ENR REPRESENTATIVE
FOR A SHOWING. ALL
YOUR SALES AND
ADVERTISING MEN WILL
FIND IT INTERESTING
AND INFORMATIVE.

McGRAW-HILL
PUBLICATION
330 WEST 42ND STREET,
N. Y. 36, N. Y.

FISH IN THE SEA?
No....COUNTING REASONS WHY Elks ARE A TOP MEN'S MARKET!

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine regularly surveyed.

Elks lead in income and occupational status . . . travel, apparel and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

MORE AUTOMOTIVE SALES ARE MADE IN THE WWTV AREA THAN IN TEN ENTIRE STATES!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Consumers in Northern Lower Michigan buy more automotive products than the total population in ten entire *states**!

WWTV, Cadillac, covers all of Northern Lower Michigan (see coverage map) and *reaches most of its households.* NSI (June 6-July 3, 1960) for Cadillac-Traverse City gives WWTV more homes than Station "B" in 433 of 450 quarter hours surveyed, Sunday through Saturday. You would need 13 daily newspapers and 16 radio stations to come close to WWTV's coverage and penetration of this large market!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Combined automotive and filling station sales in the WWTV area ($239.8 million) exceeds those in Nev., S.D., N.D., N.H., R.I., Hawaii, Del., Alaska, Wyo. and Vt. (Source: SRDS)*

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

AM–TV–FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282′ TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Hitting the political trail is **Robert Halderman,** on leave as an account representative from J. Walter Thompson, New York. He's campaign traveling with Vice-President Nixon as director of the 18 "frogmen" who supervise the advance arrangements in each city the Republican candidate visits . . .

Marion Harper Jr. made financial-page headlines Oct. 12—not as head of McCann-Erickson but as a breeder of purebred Aberdeen-Angus cattle. At a Staunton, Va., auction, almost all of the 62 animals sold were from his Sugar Loaf, Va., and Yemassee, N. C., herds. The average price paid was $1,508 and the top price for a bull was $3,000 for a son of the Harper-owned 1958 International Grand Champion. The champ, a 1,900-lb. animal, is valued at $100,000 . . .

Jeff Aldrich, midwestern sales manager of *Western Construction,* has made a fine recovery from abdominal surgery and expects to leave Lake Forest Hospital shortly. He will convalesce at his Lake Forest home before returning to his Chicago office . . .

WINNAH!—*Ed Wilson (right), account exec with Foote, Cone & Belding, Los Angeles, is the beaming owner of a 16′ boat presented to him by Carl Bailey, seagoing disc jockey of KBIG, Catalina. Ed won the boat in the radio station's slogan contest.*

Wallace Dunlap, station manager of WFYI, Garden City, N. Y., and a captain in the Air Force Reserve, has been assigned by the air force to write and narrate four quarter-hour transcribed programs with pop singer Joni James. The programs will be distributed to 2,000 radio stations on "Operation Reindeer," annual project to bring hospitalized servicemen and women home for Christmas . . .

Politicos: **Al Wallace,** account exec with Videotape Productions, New York, is on a leave of absence to help set up radio and tv appearances, news conferences and rallies along the campaign routes of Messrs. Nixon and Lodge. **Charles M. Schloss,** president of his own Cleveland agency, heads up a committee of Ohio business and professional people backing Jack Kennedy for office . . .

After hours—**Robert Pritikin,** Fletcher Richards, Calkins & Holden, is on his third term as a creative ad instructor at San Francisco State College . . . **David Austin,** art director of N. W. Ayer & Son, is general chairman of the 1960 Philadelphia March for Muscular Dystrophy . . . **Hal Davis,** vp of Grey Advertising, New York, was tapped as chairman of the ad division of the 1960 campaign for B'nai B'rith youth services . . . **Edmond I. Eger** was named acting executive director of the Chicago Council on Foreign Relations. He's a retired adman—former vp and ad director for Admiral Corp. . .

The American Hospital Assn. gave its citation for special services to **Duncan Sutphen Jr.,** executive director of Gotham Advertising Co., New York, for creating graphic arts materials for hospitals . . .

Jerome H. O'Callaghan, exec vp of the *Hartford Courant,* is marking his 50th anniversary with the Connecticut newspaper . . . **Leo Krakover,** vp and creative director for R. Jack Scott Inc., was honored at a 25th anniversary luncheon at the Centaurs Ad and Media Club of Chicago . . .

Mary Farrell and Roger Ludgin, son of **Earle Ludgin,** Chicago ad agency head, were married Sept. 17 . . . **Charles J. Ticho,** director at Fred A. Niles Productions, Chicago, and Jean Ginsburg wed Sept. 10, climaxing a romance that started in Tel Aviv where he was making a movie . . . **Rosemarie Fiedler,** also of Niles, and Robert Ryan wed recently . . .

When the Devil started dictating his memoirs, who was listening but **Clyde B. Clason,** pr director of Adams Associates, York, Pa., ad agency. At least Mr. Clason claims this of his new book, "I am Lucifer," published by Muhlenberg Press, Philadelphia. Lucifer's autobiography is a mixture of history, theology and fantasy which, says Mr. Clason, "If the Devil didn't dictate to me, I don't know who the devil did" . . .

It was a daughter, Deborah Lynn, for **Charles** and Shirley **Hersheway.** Father is editorial director of National Research Bureau, Chicago . . . A third child, first daughter, Sally Ann, was born to Betty and **Jerry Cowle,** who's vp and creative director of Kenyon & Eckhardt, Chicago . . . A fourth Schiff heir, first girl, Moira Allison, was born Aug. 19 to the **Ralph Schiffs.** He's exec vp of the Sackel-Jackson agency, Boston . . . **Dan Hereford,** account exec at WIL, St. Louis, Mo., radio station, is father of a 6 lb., 13 oz. daughter, Ellen Reynolds, born Sept. 14 . . . And **Sid Firestone,** research account supervisor at Fletcher Richards, Calkins & Holden, New York, is father of a third son, Lawrence Mitchell, born Sept. 12 . . .

Robert K. Powell, media supervisor at Needham, Louis & Brorby, and **Maureen McGraw,** John Blair & Co., radio and tv representative, were wed Oct. 15 in Chicago, after which they left on a month-long honeymoon to Spain, France, Italy and England . . .

⇨ *People are buying more copies of The Washington Star these days than ever before*

CIRCULATION REPORT FROM THE WASHINGTON STAR

WASHINGTON, D.C.

⇨ UP 18,080 daily and 16,276 Sunday

for 6 months ending Sept. 30, 1960 over same period in 1959

⇨ UP 22,596 daily and 19,476 Sunday

in the most recent month of September

The valued circulation of The Star has been moving steadily upward at an impressive pace. The families of this vastly important market like The Star, like its reporting and editorial policy, regard it highly as a newspaper whose reporters have won three Pulitzer Prizes in the past three years. The Star's circulation is especially dominant in the high income areas and this, in turn, gives advertisers the *Extra Selling Thrust* that produces more sales at lower cost.

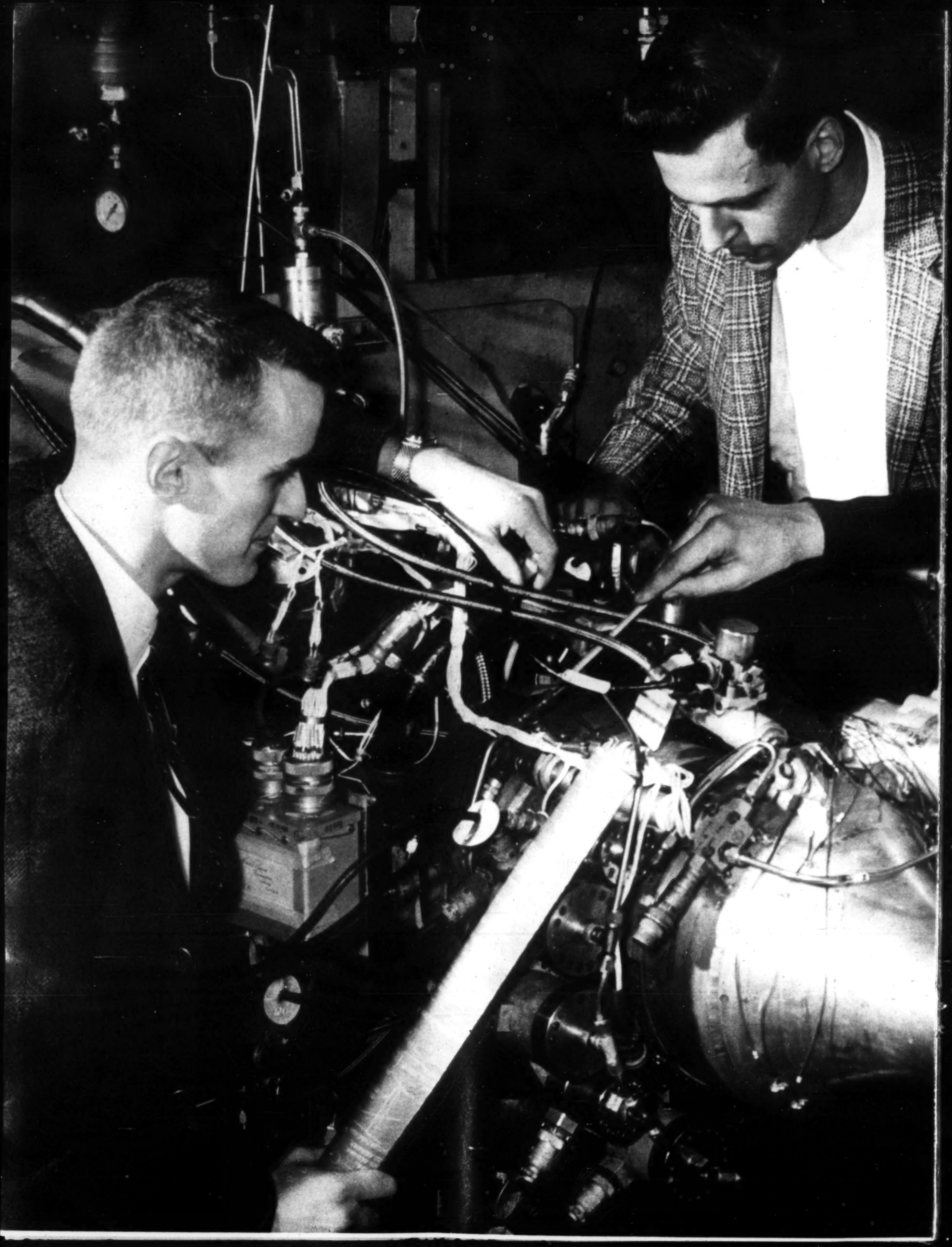
THE WASHINGTON STAR WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building

Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida



BASIC TEST FOR MEDIA SELECTION:

**Ask anyone,
anyone
you're trying
to sell in the
aerospace market,
what publication
he reads and
respects most.**

A powerful editorial force is a powerful selling force.

**Aviation Week
and Space Technology**

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 78,983

Rocket Engine Test—Bell Aerosystems

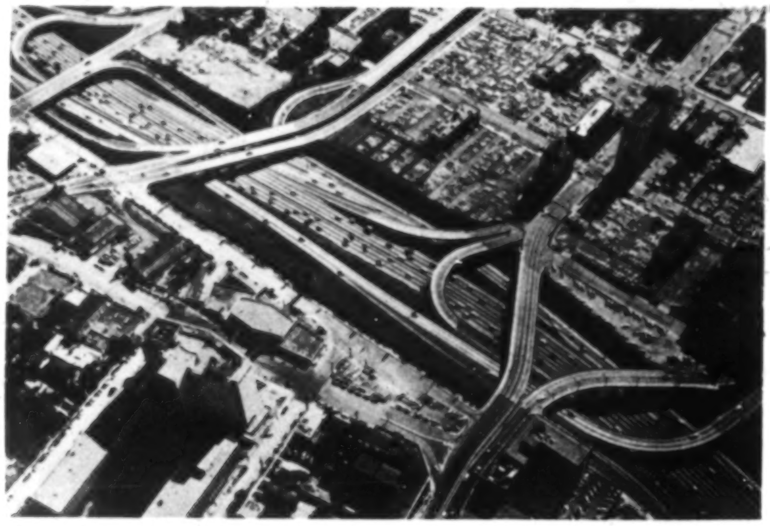
NBC Signs for Emmy Awards TV Rights Through 1965

NBC, New York, signed an agreement with the National Academy of Television Arts & Sciences for tv rights to the annual Emmy Awards through 1965. This pact supersedes a former contract scheduled to run through 1962. The academy now will receive $220,000 annually from the network, compared with $90,000 previously.

NBC said that no sponsors have been signed yet for the 1961 telecast, but Procter & Gamble and Greyhound Corp. (Grey Advertising Agency for both), which co-sponsored it last year, probably will be back. The new contract grants the academy prior approval of the commericals to avoid hard-sell ads and those that seem to be in the same Emmy-winning setting.

GET OUT OF TOWN

SELL LOS ANGELES AT HOME!



Look beyond the city limits — sell **all** the sprawling Los Angeles market. That means reaching the increasingly important "hometown" communities which surround the city proper . . . communities which are home to some 59% of the people in the Los Angeles market.

The Los Angeles Copley Newspaper Group covers and sells 31 of these key hometowns. The Group includes eight dailies plus their 18 shoppers. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total Group package: 501,629.

The entire Group is yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of WEST-HOLLIDAY CO., INC.

LOS ANGELES COPLEY NEWSPAPER GROUP:

ALHAMBRA POST-ADVOCATE * El Monte Post-Advocate * Alhambra Post-Advocate Shoppers * BURBANK DAILY REVIEW * Burbank Review Shopping News * CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD * Culver-Palms Advertiser * Mar Vista Advertiser * Venice Advertiser * Baldwin Hills Advertiser * GLENDALE NEWS-PRESS * Glendale News-Press Shoppers * MONROVIA DAILY NEWS-POST * Monrovia-Duarte News Advertiser * SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) * South Bay Breeze Advertisers * South Bay Breeze Peninsula Advertiser * SAN PEDRO NEWS-PILOT * San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

OLE—*Stedman Mfg. Co., Asheboro, N.C., is introducing a new high style Matador Mates line of men's underwear. This four-color display is of wood and metal, has a diameter of 21" and a height of 34".*

Tanning Lotions 'Harmless but Not Sunburn Preventive'

CHICAGO, Oct. 18—The new sun tan-producing lotions appear to be harmless, but sun tan pills should be used only for medical reasons.

These are the findings of three medical research teams, reported in the October issue of the American Medical Assn.'s *Archives of Dermatology*.

Two groups of researchers studied the effects of "Man-Tan," described as typical of the lotions containing the tanning agent dihydroxyacetone (DHA), and found it "apparently harmless." The lotion, however, was said to offer no protection from the rays of the sun, one of the teams found.

As far as the esthetic effect is concerned, great individual variation was found. "Because of the vast structural differences of the various parts of the face (nose, ears and forehead), it is extremely difficult to obtain a uniform tone," the doctors reported.

■ "Sun tan pills," containing methoxsalen, on the other hand, were found to be a potent drug, to be used only under the direction of a physician.

Stressing that it is not a cosmetic, the doctors advocated the use of methoxsalen as an orally administered drug to increase the tolerance of hypersensitive skin to sunlight. #

'Modern Bride' Boosts Light

Modern Bride, New York, has named Charles H. Light to the new post of fashion advertising manager. He was formerly on the sales staff.

SWINGLES.* CUSTOM MADE ONLY $68 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

ADVERTISING TO OVERSEAS MARKETS?

PETROLEUM WEEK now offers a split run . . .

Here's a new service designed for advertisers with something special to tell the overseas petroleum industry. In the same edition of Petroleum Week, we can print one ad to reach 41,000 U.S. and Canadian readers . . . and another ad specifically designed for Petroleum Week's almost 6,000 circulation outside the U.S. and Canada.

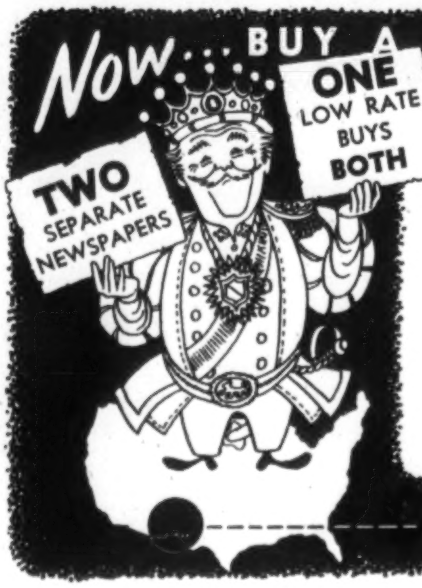
To take advantage of this split-run service, have your agency prepare two separate ads. We'll take it from there. The cost is just $150 above the earned rate, and is available for all positions except covers.

Foreign oil operations are becoming increasingly important. Sell this growing market directly through Petroleum Week's new split-run editions.

PETROLEUM WEEK A McGRAW-HILL PUBLICATION

330 WEST 42 STREET, NEW YORK 36, N.Y.

ABC ABP **OIL'S MOST READABLE MAGAZINE**



BUY A KING SIZE MARKET!

EL PASO RANKS THIRD
in population gain among
the Nation's top 50 Cities
with an increase of 109%
1960 Census Population 272,239
—and the BIG 5th City of Texas

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 104,020

EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST

Newspaper Discounts Unrealistic, FC&B's Stern Tells Inland

(Continued from Page 3)

mation, Mr. Stern said that it is very difficult today to find out costs, premiums and other data for "hi-fi" color ads, which he said many FC&B clients are interested in using.

In answer to a question from the audience, Mr. Stern said he favored frequency, rather than bulk discounts for newspaper advertisers.

■ Acknowledging that confusion reigns in the newspaper rate field, Dean Wilhelm, advertising director of the *South Bend Tribune*, urged publishers to analyze their own rate situations closely.

Mr. Wilhelm asserted that 154 U.S. newspapers currently offer discounts. Of these dailies, 75 have bulk discount plans, but 44 of the 75 offer different versions of the plan, he said.

James H. Morrow, Inland Newspaper Representatives Inc., Chicago, who also appeared on the panel, warned publishers that if the national rate is reduced to the size of local rates, publishers would go broke. He urged publishers to maintain a stable rate structure.

"It follows logically, therefore, that if national advertising, as such, is permitted to be diverted into the lower local rate structure, the item of net profits is replaced by one of red ink," Mr. Morrow said.

"Newspapers can, therefore, dismiss consideration of rate equalization, unless in flagrant cases, and confine themselves to serious consideration of maintaining a stable rate structure in each classification—local and national—by legislation to prevent invasion of one field by the other."

When Mr. Morrow finished his talk, he disclosed that the same speech had been delivered by John T. Fitzgerald, of Reynolds-Fitzgerald, to the Wisconsin Daily Newspaper League meeting on Nov. 13, 1934.

■ J. J. H. Phillips, manager of advertising and sales promotion, Ohio Oil Co., urged newspapers to make an organized effort to stabilize rates.

"I have no solution to the problem," Mr. Phillips said. "But I do have an advertising budget and my budget is not increasing at the same rate as media costs."

He added that newspapers have done a good job for Ohio Oil and the company uses some 200 newspapers, 90% of them dailies.

■ Because the educational level of Americans has increased greatly over the last 20 years, companies must present more factual information about their products in their ads, Dr. George Gallup, director of the American Institute of Public Opinion, told the convention.

"The trend toward newsworthy, informative advertising has been brought about, I am confident, because American consumers want solid information about the products they buy and try," Dr. Gallup said.

"They do not want the irritating repetition of advertising themes and slogans which have long since lost their meaning, and whose selling power was never established in the first place."

Dr. Gallup asserted that product news sells nationally advertised brands, and as an example, he mentioned the great success enjoyed by Zest in its use of newspaper advertising.

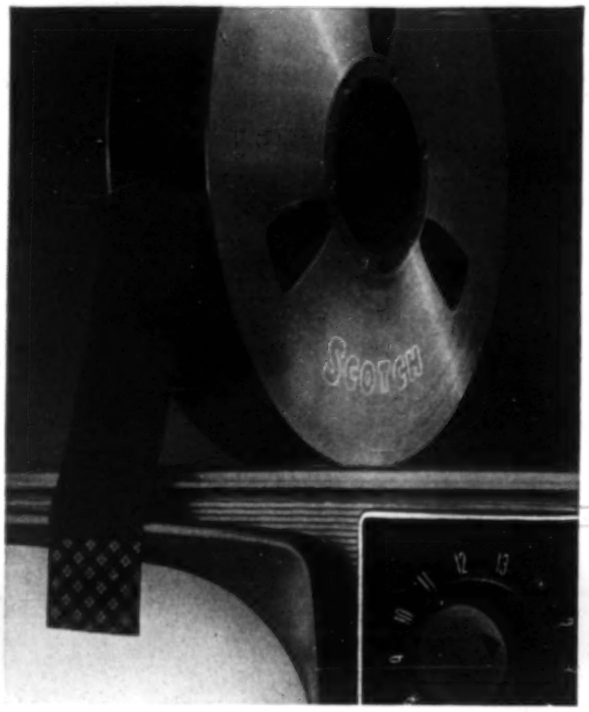
■ R. H. Blacklidge, publisher of the *Tribune*, Kokomo, Ind., was elected president of IDPA, succeeding Loring C. Merwin, publisher of the *Pantagraph*, Bloomington, Ill., who was elected a board member. Dale Stafford, editor and publisher of the *News*, Greenville, Mich., was elected vp of the organization. #

Pittsburgh Plate Names Two

Pittsburgh Plate Glass Co., Pittsburgh, has appointed Norman F. Heydinger to the new post of manager of market services and Robert L. Morgan to the new post of manager of woven textile marketing. Mr. Heydinger was formerly a marketing analyst in the merchandising division's marketing research department and Mr. Morgan was formerly associated with the production and development of fiber glass decorative fabrics with Burlington Industries.

U.S. Van Lines Names Lamport

U. S. Van Lines, South Bend, has named Lamport, Fox, Prell & Dolk, South Bend, as its agency. The company, which had no previous agency, will launch a new campaign in eight or ten business publications in November.



WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

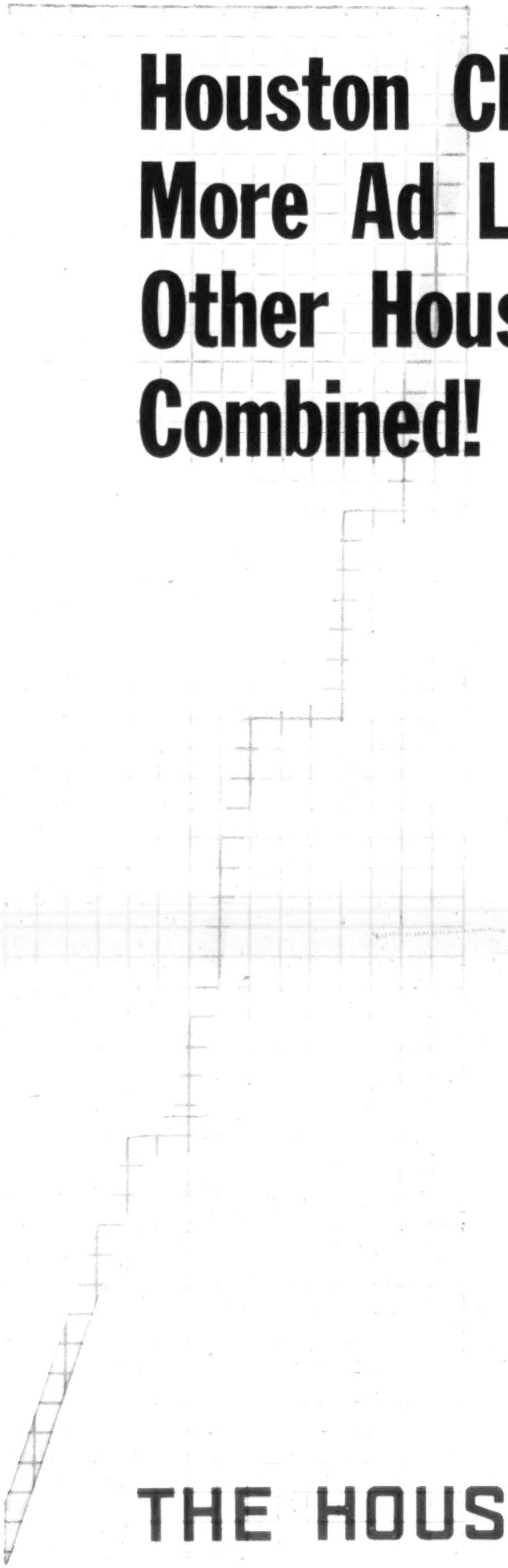
3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.



Houston Chronicle Gains More Ad Linage Than Both Other Houston Newspapers Combined!

Retailers . . . Who Measure Pulling Power At The Cash Register . . . Overwhelmingly Prefer The Chronicle

Retail Advertising Gains

First 8 Months, 1960 As Compared To Same Period, 1959

Chronicle	**562,565 Lines Gained**
Post	270,505 Lines Gained
Press	34,301 Lines Gained

All Advertisers Want Results . . . That's Why So Many Overwhelmingly Prefer The Chronicle

Total Advertising Gains

First 8 Months, 1960 As Compared To Same Period, 1959

Chronicle	**1,438,904 Lines Gained**
Post	673,730 Lines Gained
Press	149,280 Lines Gained

Source: Media Records

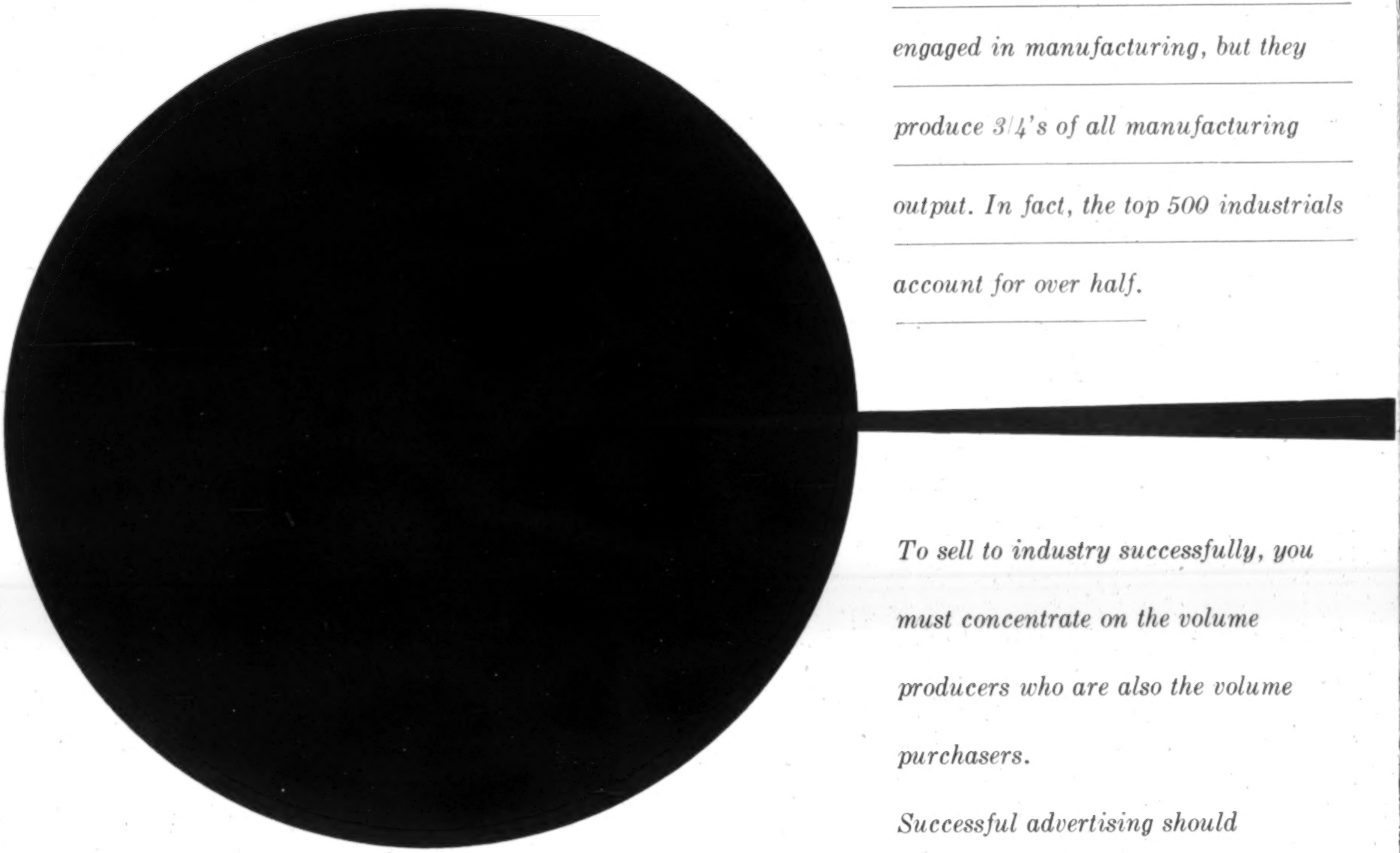
In Houston. The Chronicle

Reaches More People
Carries More Advertising
Sells More Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy!
The Branham Company — National Representatives

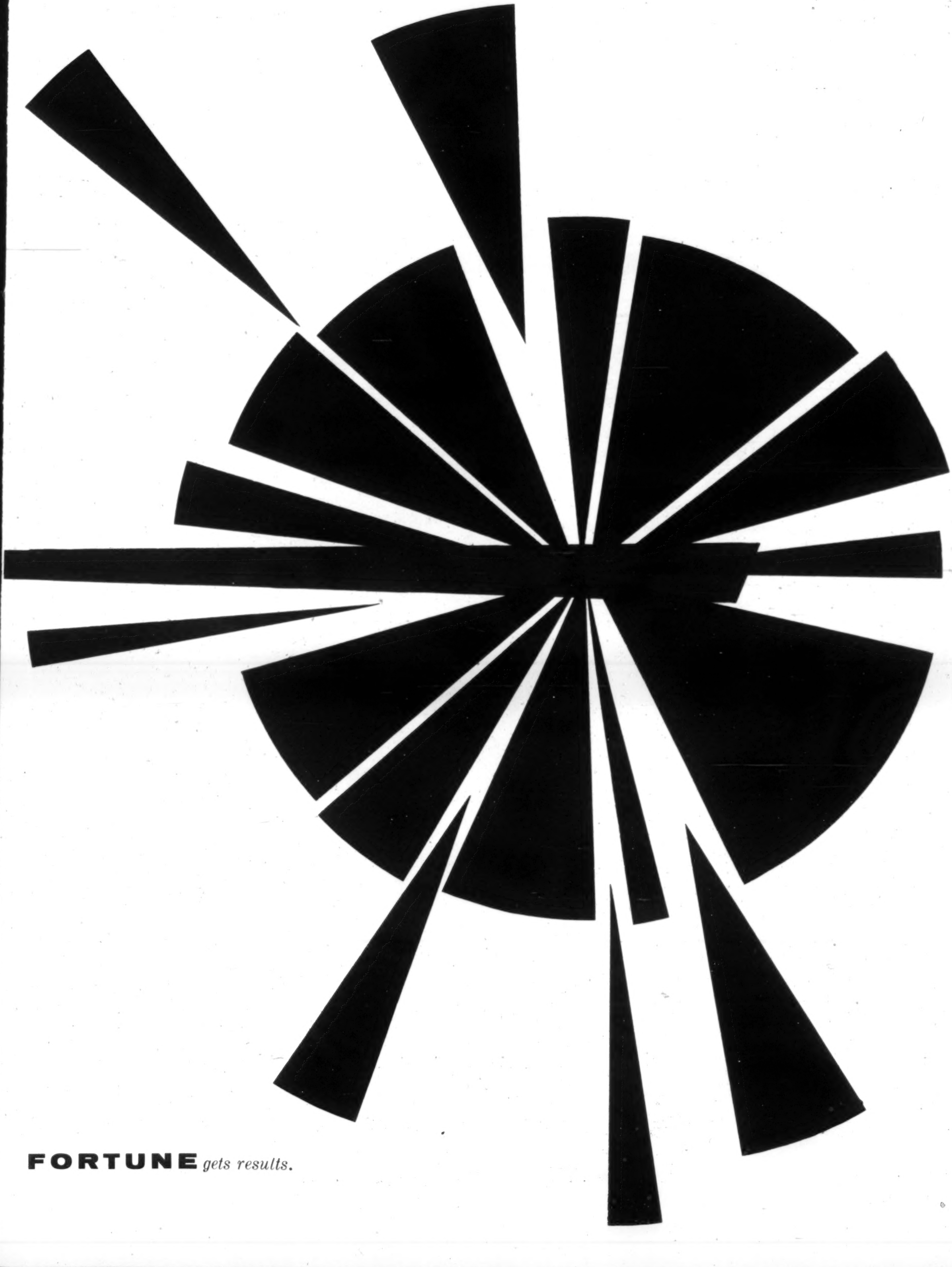
Marketing fact: Of the 4.5 million U.S. firms, less than 1% employ more than 100 people. Only 18,770 are engaged in manufacturing, but they produce 3/4's of all manufacturing output. In fact, the top 500 industrials account for over half.



To sell to industry successfully, you must concentrate on the volume producers who are also the volume purchasers.

Successful advertising should concentrate, too. It should make its impression upon the right people in the right companies in the best possible way. There's considerable evidence to suggest that advertising in Fortune does precisely that.

It's one of the reasons why advertising in


FORTUNE *gets results.*

To serve you better . . . A new division of
WORKMAN DIVERSIFIED ENTERPRISES,
WORKMAN
RESEARCH

USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN · SAMPLING · CODING · TABULATING · PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES

Supers, 5-&-10s Expand in Scope, Conference Told

Grand Union, Woolworth Presidents Outline Plans, Hopes for Future Growth

(For other news of the Boston Conference see Page 68.)

BOSTON, Oct. 18—The changing supermarket and the changing five-and-ten-cent store were two topics at the opening of the annual meeting of the Boston Conference on Distribution today.

Thomas C. Butler, president of the Grand Union Co., said the traditional "food only" concept of the supermarket had been replaced by a new image molded by changing consumer habits, rising costs and competition. All these combine to spur non-food sales in the supermarket, he said.

"If non-food sales in American supermarkets can rise from $200,000,000 to more than $2 billion annually during a decade in which a minimum of professional attention was being given by supermarket managements to non-food development, then how much greater is the potential with proper management?" he asked.

■ Robert C. Kirkwood, president of F. W. Woolworth Co., said his company's "plan and ambition" is to reach the point where it supplies most of the "wearable needs of the entire family." He said that in recent years, Woolworth has greatly expanded its footwear, rug and garden lines. The company—serving food in about 1,700 outlets—is second only to the U.S. Armed Forces as the largest dispenser of prepared food in the world.

Mr. Kirkwood said expansion is also going on in millinery, piece goods and draperies, office stationery, educational books, music, casual and outdoor furniture, lamps, sporting goods, plastic flowers, pets and pet supplies, hardware and electrical appliances.

He disclosed the company plans to use at least 27,000,000 lines of newspaper advertising this year. He said that advertising played "an insignificant part" in the five-and-ten operations until a few years ago. In 1958, after research and testing, the chain began a newspaper advertising program.

■ "During 1959," he said, "the amount of newspaper linage used by us doubled that of the previous year. The results have been so satisfactory that we expect to use between 27,000,000 and 30,000,000 lines this year." Radio, tv and magazines are being used to supplement the newspaper program.

Mr. Butler told the conference that Grand Union began experimenting with large-scale merchandising in 1956, and "at present there are 17 Grand-Way discount centers in New York, New Jersey, Connecticut, Vermont and Florida." Four others are under construction, while two more are in the planning stage. Grand Union also has 440 supermarkets in ten Eastern states. Another 25 will open this fiscal year.

"Supermarkets, with their traditionally low net profit margin of less than 2%, must exploit every means of profit increase," Mr. Butler said. "Today's well-run non-food department can operate at substantially higher gross margins than the food departments. Here is one way to keep food costs low. It is only logical that a food chain should be interested in its development." #

23 Newspapers Request Mats of 'Philadelphia News' Ad Series

Twenty-one daily and two weekly newspapers in the U. S. and Canada have asked for mats of the *Philadelphia Daily News* series of ads promoting the role of advertising, according to Gordon F. Chelf, publisher of the *Daily News*. The *News* originated the plan and is sending 1,000-line mats to all interested publications. The ads have been prepared by advertising agencies. The campaign is planned for a year.

Other newspapers and organizations concerned with advertising have asked for tearsheets of the weekly ads to serve as models for similar plans in their own communities. Professors of marketing at several schools have expressed interest in the series as instructional material for advertising classes.

RTNDA Judges WOOD-TV Editorials Best, Cites WOOD RADIO Documentary

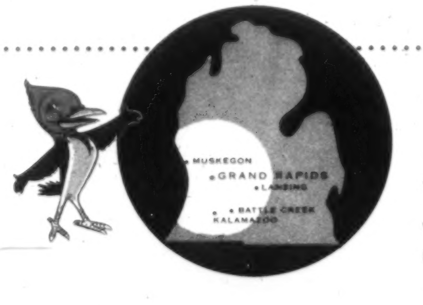
Last week, the Radio and Television News Directors Association gave top award to WOOD-TV for its series of editorials during 1959.

At the same time, RTNDA awarded a special citation to WOOD Radio for its documentary of a community skid row problem, "THE WASTED WORLD".

WOOD and WOOD-TV editorials are the work of News Director **Dick Cheverton.** His News Department turns up leads and helps on research. Station management approves all material prior to broadcast, but WOOD and WOOD-TV editorials are essentially Dick's. He has a fine writing ability and a believable air personality. He's honest and fair but has the ability to get hot under the collar over a situation that is cockeyed. We're grateful to RTNDA for the recognition given our editorials and awfully glad we've got a fellow like Dick working for us.

WASTED WORLD is the work of WOOD reporter **Del Blumenshine.** For one week of a Michigan winter, he lived as a bum named "Doc Bennett" on skid row. He slept in the two-bit flop houses, ate mission food, drank cheap wine and sterno with his new-found buddies—all while recording on a miniature tape machine. The result was an extremely accurate picture of a community problem that has since been much improved. We're equally proud of Del's recognition by RTNDA and of his enterprise, perceptiveness and disdain for comfort that led to his citation.

WILLARD SCHROEDER
President & General Manager



WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

Something Missing

... like California without the Billion-Dollar Valley of the Bees

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

- **Actually total effective buying income of more than 3½ billion.**
- **Greater Retail sales than each of 25 states.**

You can't cover the growing California market unless you get your story into California's prosperous inland valley. And valley families, cut off from the coast by mountains, read and heed their own local papers — the three Bees.

Data Source: Sales Management's 1960 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a **combined bulk-frequency.** Check O'Mara & Ormsbee for details.

Airequipt Sets New Push

Airequipt Mfg. Co., New Rochelle, N. Y., will promote its Superba 77 slide projector on the "Dave Garroway Today" show and the "Jack Paar Show" from October through December. The company also has scheduled spreads in *Esquire*, *Holiday* and *Sunset Magazine*. *Modern Photography*, *Popular Photography* and *U.S. Camera* also will be used. Sudler & Hennessey, New York, is the agency.

Meyers Names Gardner VP

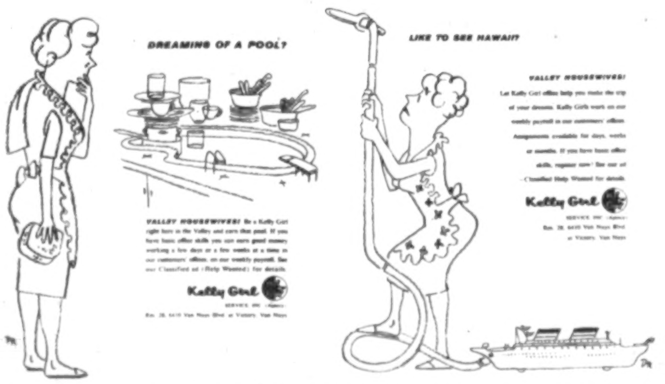
Betty Gardner, an account supervisor and copy chief at Edward M. Meyers Associates, New York, has been promoted to vp and creative director.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE

1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA


DREAMING OF A POOL?
VALLEY HOUSEWIVES!
Kelly Girl
LIKE TO SEE HAWAII?
VALLEY HOUSEWIVES!
Kelly Girl

GLAMOR APPEAL—*The Los Angeles office of Kelly Girl Service is using small-space ads like these in San Fernando Valley newspapers to enlist housewives for temporary office work. Ross Roy-BSF&D, Los Angeles, is the agency.*

Delehanty, Kurnit Moves

Delehanty, Kurnit & Geller Advertising Corp., New York, and its affiliated sales promotion division, KGA, have moved to 270 Madison Ave.

McCleskey to Dowdell-Merrill

Ben McCleskey has joined Dowdell-Merrill, Dallas, as an account executive and sales representative. Mr. McCleskey was formerly continuity editor of WFAA, Dallas.

Circulation Associates Boosts Five Execs

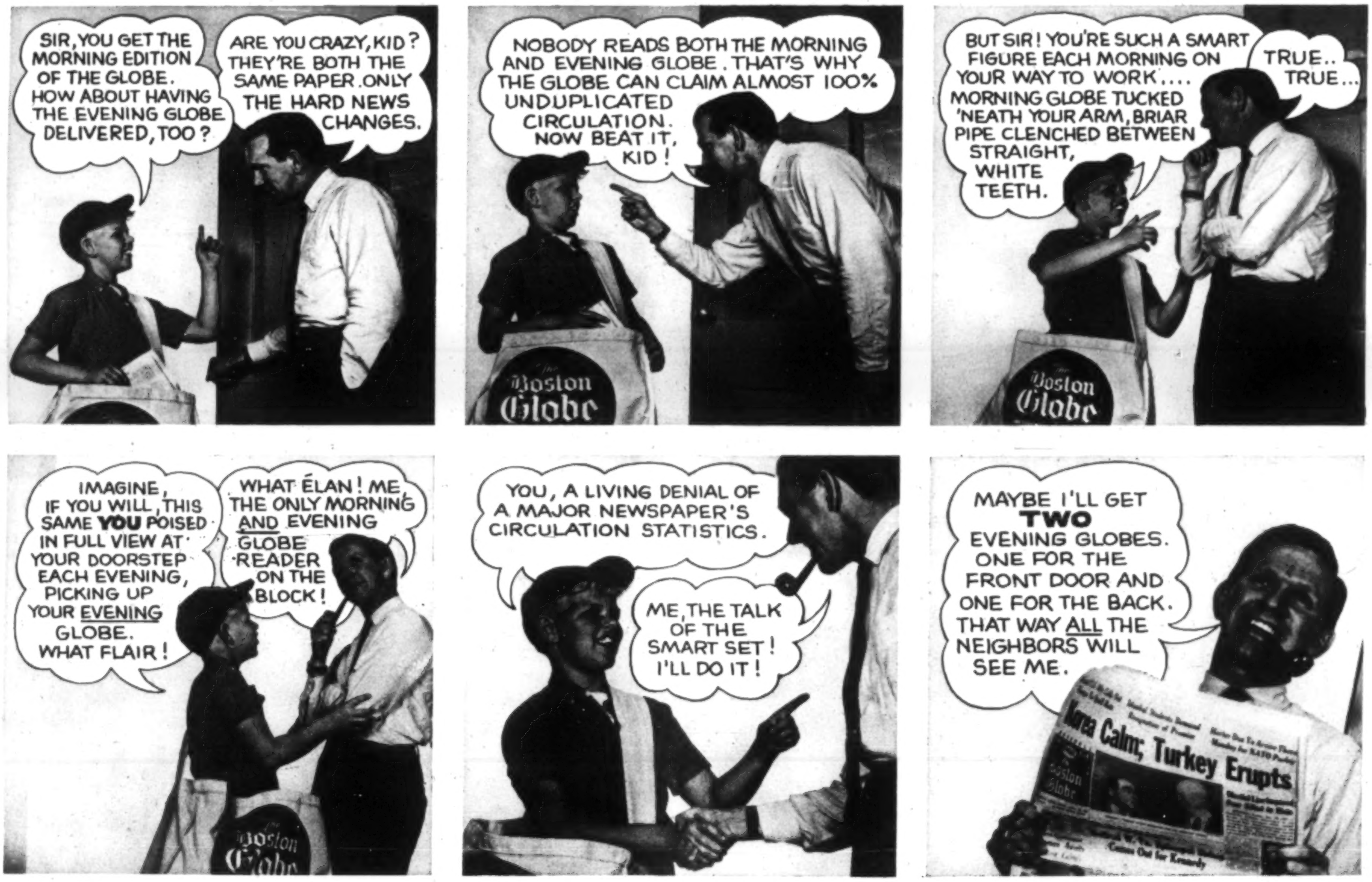
Circulations Associates Inc., New York, has promoted five executives to new positions. Harry Lustig, director of sales and account executive, has been named exec vp, and Walter Weber, general manager of the company's printing affiliate, Circulation Associates Press Corp., has been promoted to vp and general manager of the parent company.

Two new vps are Albert Lustig, manager of the publication mailing division, and Theodore Tolces, manager of the mailing list and fulfillment division. In addition, Leonard Eichenholtz, formerly comptroller, has been named treasurer.

Mowry Joins Shampaine

William A. Mowry has joined Shampaine Industries, St. Louis, manufacturer of hospital and surgical equipment, as marketing services manager. Mr. Mowry was formerly manager of the sales promotion and training center of Kimberly-Clark Corp., Neenah, Wis.

Boston Globe paper boy sells tough customer

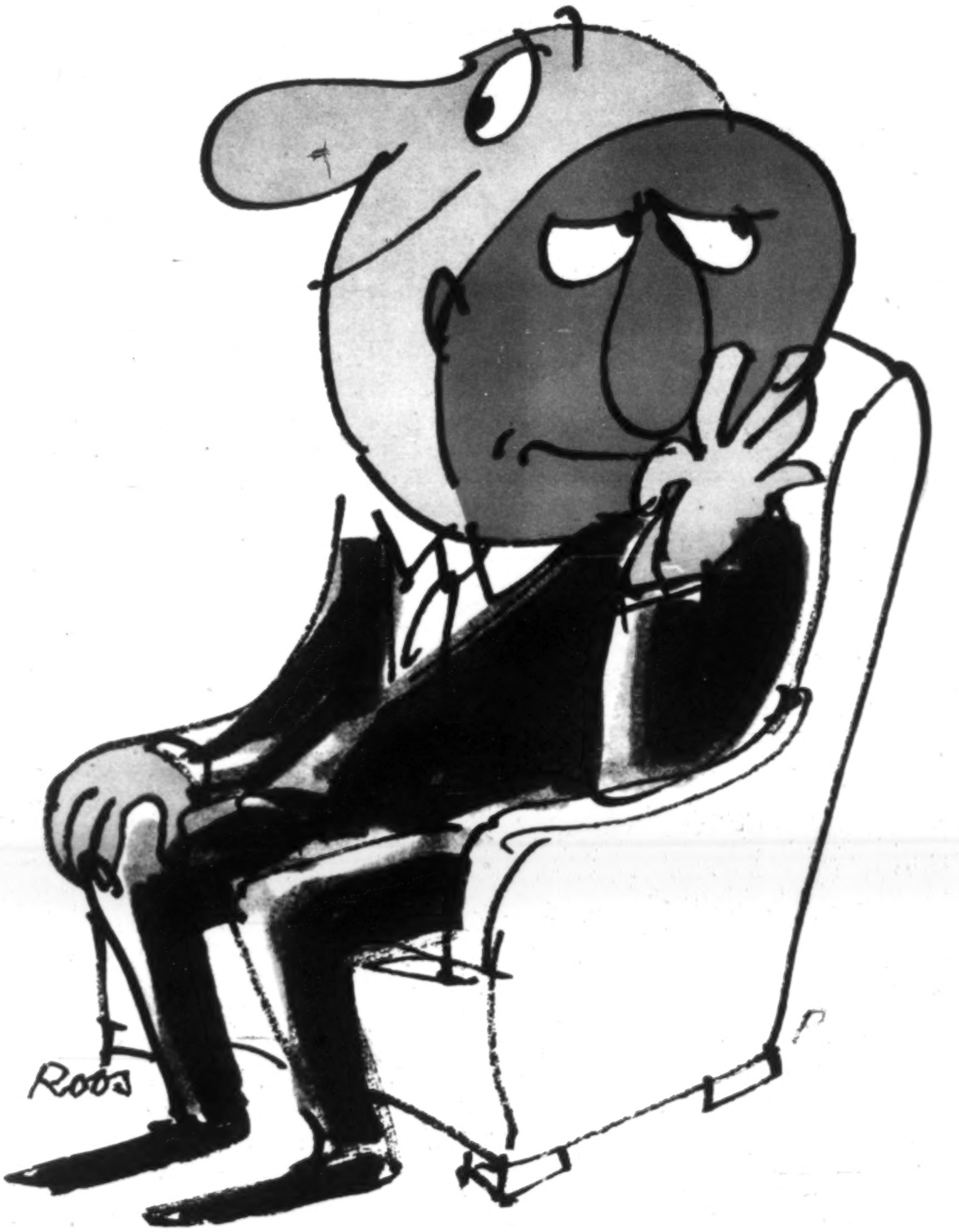

SIR, YOU GET THE MORNING EDITION OF THE GLOBE. HOW ABOUT HAVING THE EVENING GLOBE DELIVERED, TOO?
ARE YOU CRAZY, KID? THEY'RE BOTH THE SAME PAPER. ONLY THE HARD NEWS CHANGES.
The Boston Globe
NOBODY READS BOTH THE MORNING AND EVENING GLOBE. THAT'S WHY THE GLOBE CAN CLAIM ALMOST 100% UNDUPLICATED CIRCULATION. NOW BEAT IT, KID!
The Boston Globe
BUT SIR! YOU'RE SUCH A SMART FIGURE EACH MORNING ON YOUR WAY TO WORK.... MORNING GLOBE TUCKED 'NEATH YOUR ARM, BRIAR PIPE CLENCHED BETWEEN STRAIGHT, WHITE TEETH.
TRUE.. TRUE...
The Boston Globe
IMAGINE, IF YOU WILL, THIS SAME YOU POISED IN FULL VIEW AT YOUR DOORSTEP EACH EVENING, PICKING UP YOUR EVENING GLOBE. WHAT FLAIR!
WHAT ÉLAN! ME THE ONLY MORNING AND EVENING GLOBE READER ON THE BLOCK!
The Boston Globe
YOU, A LIVING DENIAL OF A MAJOR NEWSPAPER'S CIRCULATION STATISTICS.
ME, THE TALK OF THE SMART SET! I'LL DO IT!
MAYBE I'LL GET TWO EVENING GLOBES. ONE FOR THE FRONT DOOR AND ONE FOR THE BACK. THAT WAY ALL THE NEIGHBORS WILL SEE ME.
Boston Globe
Korea Calm; Turkey Erupts

The Morning and Evening editions of the Boston Globe are practically the same. Result: almost nobody reads them both. This means advertisers get practically no wasted, duplicated circulation. What's more, The Globe gives you much more home delivery — and a bigger Sunday circulation by far. And it has more ROP color and more classified than any other Boston paper. In short, you get more of *everything* with The Globe — especially readers.

The Boston Globe
gives you
more of everything
...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Perils
of an advertising
decision maker



SECOND GUESSING ON A "SECOND AUDIENCE"?

There's no second-guessing the effectiveness and economy of Hearst Special Interest Magazines. For their audience is selected among people already in the market for what the advertiser has to sell. And they're economical because the advertiser needs to pay for no unwanted "secondary" audience of extra — and expensive — readers.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping
Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest
Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

Tom Swift and his moon rocket

All was ready. Tom called to Professor Damon, "Let's start our high energy, liquid hydrogen rocket engines!"

The professor wiped his glasses and agreed. "Bless my overshoes, let's!"

Fiction? Only the names have been changed. The rocket is really a development of the National Aeronautics and Space Administration, and its name is Saturn. Its first stage will develop a thrust of 1.5 million pounds—twice that of anything the Soviets have fired so far. It is designed to take two men around the moon and back.

You can read the full story in McGraw-Hill's AVIATION WEEK and Space Technology, as covered by Space Technology Editor, Evert Clark.

Clark has kept AVIATION WEEK subscribers abreast of space developments (U.S. *and* Soviet) long before Sputnik I put the international spotlight on space technology. He personally covered launchings of the Atlas, Titan, Thor, Jupiter, Redstone and Polaris missiles—and also Explorer satellites, Pioneer lunar probes, Pioneer V Venus probe and Juno satellites.

From this extensive background, Clark directed preparation of AVIATION WEEK's first special issue on space research in 1958. He has also been responsible for other special issues on the NASA and the Air Force Air Research & Development Command and has written extensively on Soviet space developments.

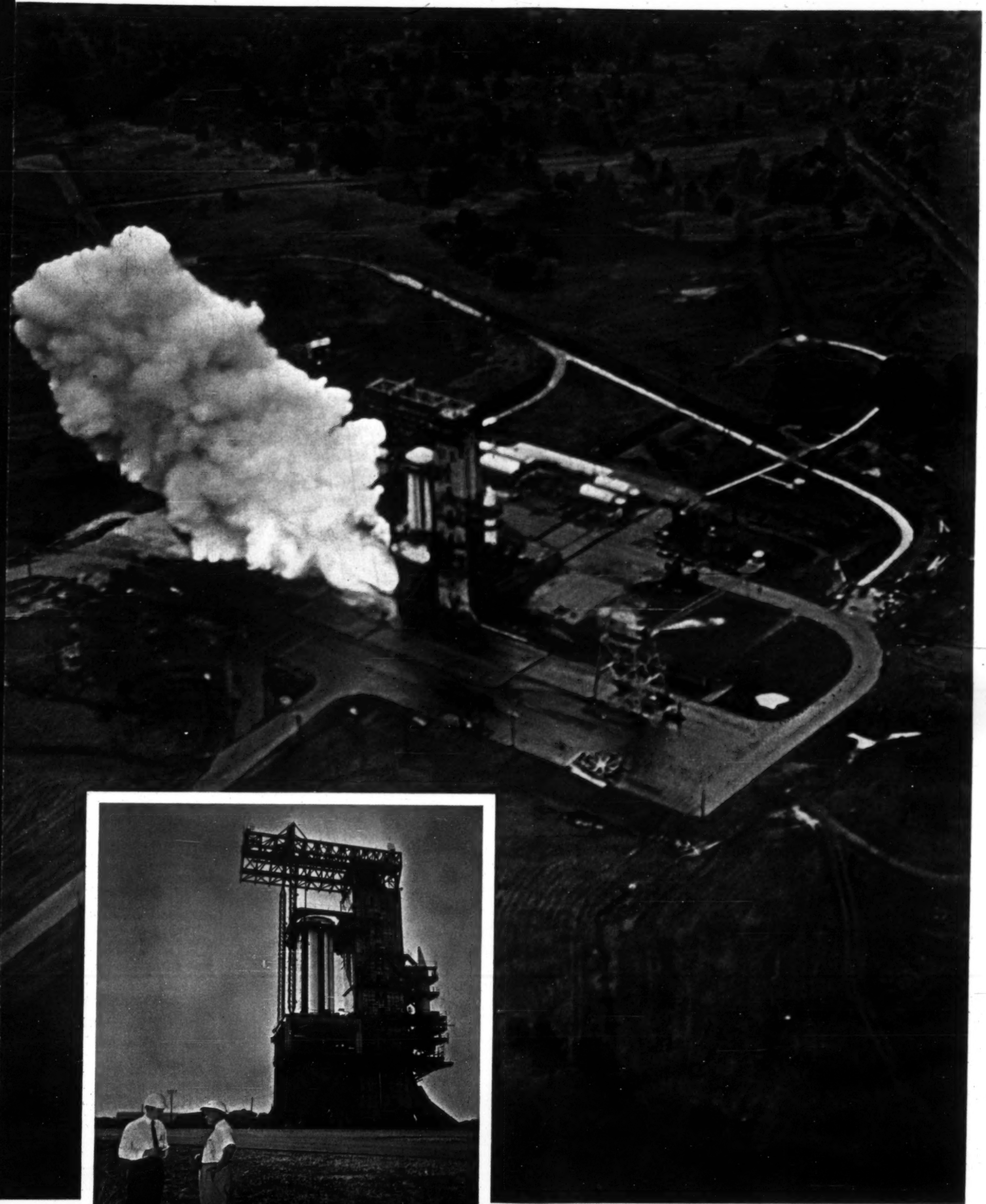
Intimate knowledge of their fields is the stamp of all our editors. This grasp of subject matter is another big reason why more than one million key businessmen pay to read McGraw-Hill publications.

And the advertising that goes in them, too.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Evert Clark (left) checks technical details for a story of the Saturn with B. R. Tessman, deputy director of the Test Division, Marshall Space Flight Center. A space technology scientist since 1935 in Germany and the U.S.A., Tessman typifies the authorities that McGraw-Hill editors like Clark work with in covering a story. Clark himself has covered international space meetings in London and Stockholm . . . maintains contact with men like Tessman on space research around the world.



Luxury Living
overlooking Lake Michigan
on CHICAGO'S GOLD COAST

Enjoy superlative luxury only five minutes from downtown...steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

Avery-Knodel Names Two

John S. Hughes, formerly a radio account executive for Avery-Knodel, New York, radio-tv station representative, has been promoted to assistant sales manager of radio. Donald F. McCarty, previously with W. E. Zubrow Co., Philadelphia, has joined Avery-Knodel's radio sales staff.

'SEP' Appoints Two

Richard M. King, formerly with *The American Weekly*, has joined the New York sales staff of *The Saturday Evening Post*. Donald W. Murk, a *Post* trade relations representative in Philadelphia, has been transferred to Pittsburgh in a similar capacity.

Bentley, Barnes Adds Two

Tech Associates, Chicago, engineer and contractor, and Southwest Federal Savings & Loan Assn., Chicago, have appointed Bentley, Barnes & Lynn, Chicago, to handle their advertising.

Gordon Joins 'U.S. News'

Bernard Gordon Jr., formerly with *Business Week*, has joined the New York sales staff of *U.S. News & World Report*.

Information for Advertisers

"Survey on the Use of Television by Department & Specialty Stores," has been published by the television committee of the sales promotion division of the **National Retail Merchants Assn.** The survey includes data on how many stores use television, how they use it in their sales promotion, and how much they budget types of programming, items, etc. Priced at 50¢ each, copies may be obtained from National Retail Merchants Assn., 100 W. 31st St., New York 1.

- "Corporate Personality," a study showing how business executives appraise leading corporations holding military contracts, has been published by **Nation's Business.** Copies of the report, which contain the respondent's verbatim comments, may be obtained from Herman C. Sturm, Director of Advertising, *Nation's Business*, 711 Third Ave., New York 17.

- "Background for Readership," a 24-page booklet explaining the editorial policies and procedures that provide the proper climate for high readership among an exclusively design audience in the electronic original equipment market, has been published by **Electronic Design**. Available free to electronic marketers and their agencies, the booklet may be obtained from BR Book, Hayden Publishing Co., 830 Third Ave., New York 22.

- An "American Negro Reference Guide" service has been inaugurated on a monthly basis by **World Mutual Exchange.** The first issue contains a complete list of U. S. Negro four-year colleges and universities, junior colleges and professional schools; current facts and annotated references on the $20 billion American Negro consumer market; a listing of Negro publishers and publisher's representatives; and a selection of annotated listings of Negro newspapers, magazines and publications in the U. S. Subscription rates are $1 per copy or $10 per year. Additional information may be obtained from World Mutual Exchange, 79 Wall St., New York 5. #

Carnation, Dad's Test Root Beer Flavored Milk

Carnation Co., Beverly Hills, and Dad's Root Beer Co., Chicago, have been testing a root beer-flavor milk and are planning to begin promotion of the product some time in 1961. At present dairies around the country are being licensed to handle the product. Ad plans include tv, radio and newspapers.

Recht & Co. will handle the advertising for Carnation; M. M. Fisher Associates for Dad's. Fisher will handle advertising in the Chicago area and act as a clearing house for agencies handling the campaign on the local level for dealers.

Publication Boosts Whitaker

Home & Garden Supply Merchandiser, Towson, Md., has promoted Mrs. Margaret Brill Whitaker from business manager to vp and general manager.

IT'S OUR THIRD NATIONAL NEWS AWARD

. . . presented to us by the Radio Television News Directors Association for outstanding reporting of a community problem. This is the second citation awarded WCCO by this great group . . . the first coming in 1955 for being the Outstanding News Operation of the nation. Last year we were honored by being named Newsfilm Station of the Year, an award presented by the University of Missouri school of Journalism and the Encyclopedia Britannica.

We accept these honors with pride. They signify that we have achieved and are maintaining our fundamental goal of excellence in our news coverage. They symbolize the recognition WCCO Television receives everyday from the vast number of people who depend on this station for the finest in television news coverage. This is the difference between Good and Great in Minneapolis, St. Paul Television.

Represented by
PETERS, GRIFFIN AND WOODWARD

ADD ONE MORE

. . . too late to be included within the body of the advertisement to the left.

"WCCO Television's annual $1200 four year scholarship, to an outstanding student entering the school of journalism at the University of Minnesota, IS THE FIRST MAJOR EFFORT OF ITS SIZE BY AN INDIVIDUAL STATION TO PROVIDE HELP AND LEADERSHIP TO POTENTIAL JOURNALISTS."*

THE DIFFERENCE BETWEEN GOOD AND GREAT in Minneapolis-St. Paul Television is WCCO TELEVISION.

*From an address by Prof. Richard Yoakam, School of Journalism, Indiana University, to the RTNDA Convention, October 6, 1960, in Montreal, Canada.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

What does it take to score your point?

STATE
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down

Let's hear a locomotive for frequency...f-r-e-q-u-e-n-c-y. You have to have it in advertising if you want to score. In The Saturday Evening Post, you get an *added* measure of frequency at no added cost. ■ That's proved by the new yardstick of media effectiveness – Ad Page Exposure. (It tells you the number of times your ad page comes face to face with the reader.) ■ Your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets seen 37% more times by the average reader than the same ad in the other big weekly. And your Post ad page makes more calls on your top prospects, too. ■ The Post is your *winning* pick because...

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST–THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post–30,861,000 . . . Life–30,110,000 . . . Look–30,702,000

Case Mfg. Names Biddle

Case Mfg. division of Ogden Corp. has moved its advertising offices from Buffalo to Robinson, Ill., and at the same time has appointed Biddle Co., Bloomington, Ill., to handle its $100,000 advertising account. Rumrill Co. formerly handled the account. Case manufactures vitreous china fixtures.

Attention Admen!

fit type

IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE

Box AA-245, Wilton, Conn.

'Free' Parking Lots Force Higher Margins . . .

High-Profit, Non-Food Items Enter Supermarkets 'to Stay,' Study Shows

Health and Beauty Aids Most Profitable, Says 'Progressive Grocer'

NEW YORK, Oct. 18—Non-food items ranging from baby powder to hair dressings and from bath towels to phonograph records are winning a bigger share of shelf space and "are here to stay" in food stores.

So say the editors of *Progressive Grocer* in a newly-published 116-page report, presenting their findings in a four-month study of five Dillon supermarkets in Kansas cities of varying sizes. The report, titled "The Dillon Study," includes findings that have been published in *Progressive Grocer* in monthly instalments since last May and will continue until November.

■ To permit "before" and "after" comparisons, the Dillon study was divided into two eight-week periods. In the second period two big changes were made: (1) Grocery department stocks of food items were re-arranged on shelves, allowing more facings for fast-selling items and fewer facings for slower items, and (2) total shelf space for food items was reduced to make way for non-foods formerly not stocked or stocked on a more limited scale, including completely new toy departments in all stores and new soft goods sections in all but one store that already carried some soft goods.

■ Average grocery department sales in the second period increased 7.3% to $16,345, compared with $15,227 in the first period, while average grocery department net profit rose 28.6% to $1,027, compared with $746 in the first period.

Non-foods accounted for 4.2% of total store sales in the first eight-week period, and the figure rose to 5.1% in the second eight weeks of the study.

■ Health and beauty aids were reported to be the most profitable category of grocery department merchandise. The editors stated:

"Dillon stores gross 22.3¢ each time a health and beauty item is sold, compared to 6.4¢ on the average grocery item.

"While health and beauty items do not reach the average grocery turnover figure of 16.5 times annually, their turnover of 10.8 times is encouraging for this relatively young giant within the food industry.

"Each dollar invested in health and beauty aids inventory returns $5.82 a year. This figure far exceeds the $3.84 all-grocery average."

■ In addition to health and beauty aids, non-foods at Dillon's included housewares, soft goods, magazines, stationery and toys.

The editors, in their study findings, drew these conclusions about non-foods in supermarkets:

1. "Non-foods, or general merchandise lines, are here to stay in food stores."
2. "There is more room available for this type of merchandise than we might at first think. A careful and realistic analysis of space being allocated to standard grocery lines will help substantiate this thinking."
3. "Non-foods cannot merely be stocked—they must be merchandised. Supermarkets must shout, 'Here is my general merchandise!'"

■ Among the merchandising steps taken to spur non-food sales during the study were tie-in displays such as baking housewares with baked foods, glassware near juices and beverages, baby powder and other baby health items near baby foods and evaporated milk.

The study findings, which were compared with similar studies of other supermarkets in the past decade, showed an increase in grocery department margins. The average margin, the study found, has increased from 15% in 1950 to 20% in 1960.

Major reasons cited were (1) new lines with traditionally higher margins (notably non-foods such as health and beauty aids, plus various specialty gourmet foods) and (2) higher operating expenses.

The latter included "free" parking lots that "in the final analysis must be recovered in terms of higher margins on sales," plus bigger and more costly stores with wider aisles, better lighting, rest rooms and greater interior and exterior beauty. Also cited were higher wages which are making career opportunities more attractive to young people and are upgrading employes.

■ One aspect of the study helped illustrate that big-volume selling in supermarkets keeps retail prices down, and that the higher margins usually apply to the slower-moving items. Grocery categories that led in unit sales also led in dollar sales, it was shown.

Yet, said the editors, "it is equally significant that the best unit sellers are *not* the highest in penny profit per unit—a clear cut illustration of the traditional supermarket pricing concept which dictates: Fast seller, low margin—slow seller, high margin." #

HOME DELIVERED IN 658 TOWNS

Omaha World-Herald

in 103 counties across Nebraska and Western Iowa. In this market the World-Herald is the basic advertising medium. It reaches 55% of the homes.

DAILY: 250,113 with less than 5% duplication;
SUNDAY: 261,701—ABC 3-31-60.
DISCOUNTS up to 24% available:

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

EVER SEE THIS AD BEFORE?

Score one for you! You found our fullback charging down the preceding page. We made this repeat play to prove a point: Millions of readers see your ad page *twice* in a single issue of The Saturday Evening Post. (And there's no extra cost for the extra yardage.)

Fact is, your ad page in the Post is seen 37% more times by the average reader than the same ad in the other big weekly. And, as the new Rochester Study proves, the men and women who see your Post ad a second time in the same issue are more *aware* of your brand. *Remember* your claims better. *Believe* them more. *And are more willing to buy your brand*. As a matter of fact the second exposure to your ad page in the Post has virtually the same value as the first exposure.

Want this kind of sales-winning performance? Put your advertising in the Post where it will make more sales calls per reader than in any other magazine in the Post's field.

What does it take to score your point?

STATE
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down
in front Down in front
Down in front Down

Let's hear a locomotive for frequency...f-r-e-q-u-e-n-c-y. You have to have it in advertising if you want to score. In The Saturday Evening Post, you get an *added* measure of frequency at no added cost.

■ That's proved by the new yardstick of media effectiveness – Ad Page Exposure. (It tells you the number of times your ad page comes face to face with the reader.)

■ Your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets seen 37% more times by the average reader than the same ad in the other big weekly. And your Post ad page makes more calls on your top prospects, too.

■ The Post is your *winning* pick because...

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST – THE HI-FREQUENCY WEEKLY!

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Canaveral is the center for space tests because conditions are ideal . . .

PORTLAND
MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS
PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM
94% coverage of ABC retail zone 100% coverage of city zone
represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop.

6 SIXTH in the United States among ideal testing cities regardless of pop.

2 SECOND of all testing cities in New England regardless of size.

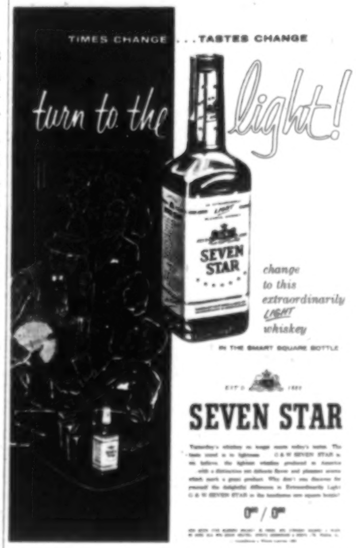
source: Sales Management

Fleischmann Sets Color Drive for Black & White Scotch

Fleischmann Distilling Corp. is using color for the first time in a stepped-up magazine and newspaper ad campaign now breaking for Black & White scotch whisky. The magazine schedule running through December includes *Cue, Esquire, Gourmet, Life, Newsweek, Sports Illustrated, The New Yorker* and *Time*. The traditional Black & White layouts have been modernized, and the ads identify the brand as "the 'company's coming' scotch."

Shugg Elected Club President

Richard L. Shugg Jr., sales promotion manager of the Dodge division of Chrysler Corp., Detroit, has been elected president of the recently reactivated Sales Promotion Executives Assn. of Detroit. Also elected were Jack MacDonald, Hiram Walker & Co., 1st vp; and Frank E. Zimmerman, Ford division of Ford Motor Co., 2nd vp.


TIMES CHANGE . . . TASTES CHANGE
turn to the light!
SEVEN STAR
change to this extraordinarily LIGHT whiskey
IN THE SMART SQUARE BOTTLE
SEVEN STAR

DARK AND LIGHT—*Gooderham & Worts, Detroit, is promoting its G&W Seven Star, a light whisky, with newspaper ads divided into dark and light halves in 18 markets starting in October. Simons-Michelson Co., Detroit, is the agency.*

Majorettes Doesn't Infringe Creamettes Trademark: Court

SEATTLE, Oct. 18—Creamette Co., Minneapolis, manufacturer of Creamette brand macaroni, has lost its suit seeking to prevent a Seattle competitor from using the name, Majorette.

U.S. District Court Judge George H. Boldt, decided that there was "no similarity whatever in either appearance, sound, meaning or significance between the trademarks 'Creamettes' and 'Majorettes,' singular or plural."

Creamette's action was filed against Joseph Merlino, doing business as Major Italian Foods Co., which, the court noted, sells mainly in Washington, Oregon, Alaska and California, and a little in Montana and Idaho.

In his decision, Judge Boldt said that the evidence does not show "any material or substantial probability that either a retail or wholesale purchaser of macaroni products, exercising the minimum degree of care and discrimination of an ordinary purchaser similarly situated, could or would be confused, mistaken or deceived as to the true origin of the defendant's products."

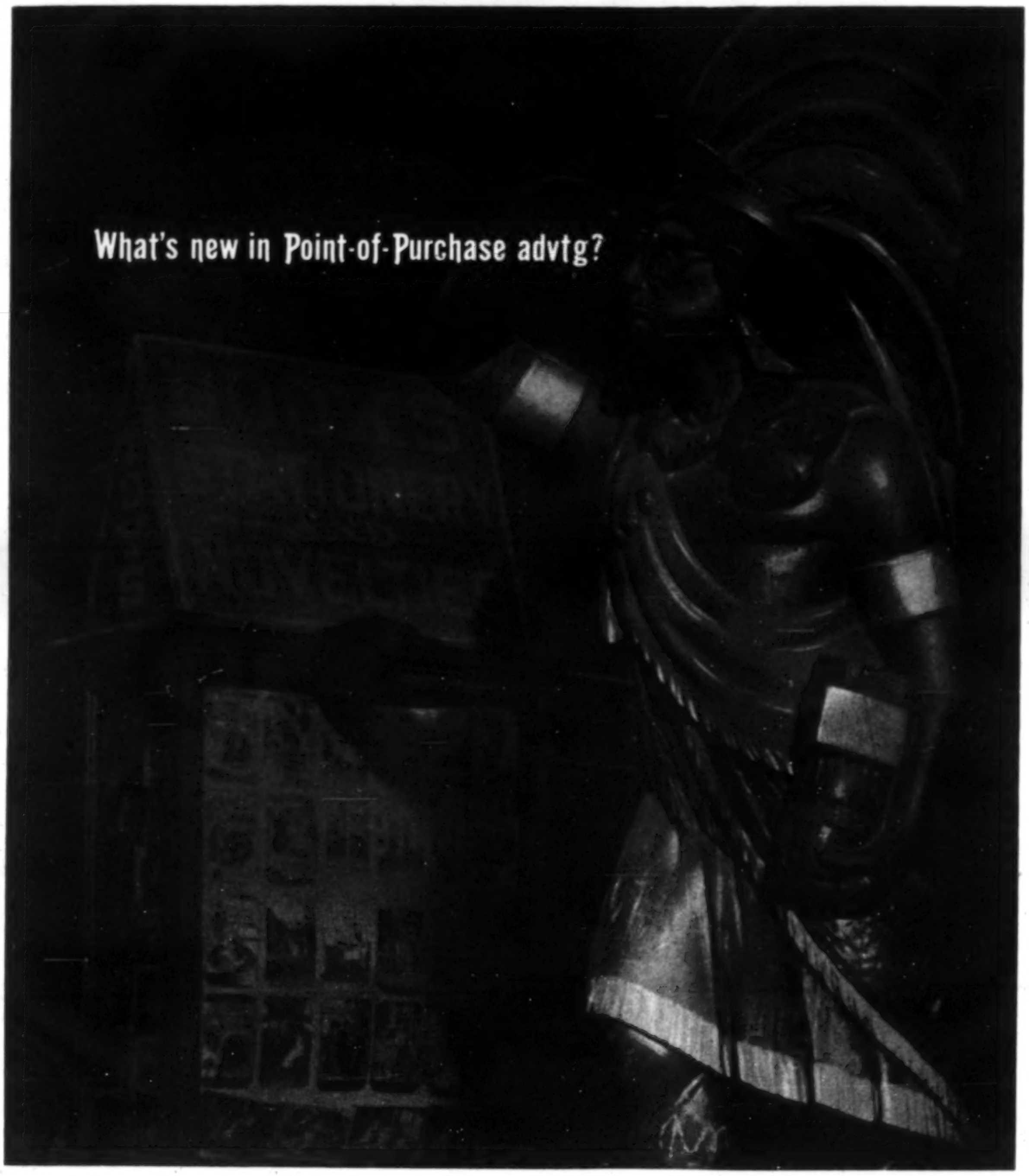
■ Speaking of a consumer survey used in evidence by Creamette, Judge Boldt said, "I have the gravest doubt as to the validity of the manner in which the survey was taken and of the questions put to those interviewed and of the adequacy and significance of the recorded response.

"In my considered judgment the survey evidence does not show what the plaintiff must prove, that is, a likelihood of mistake, confusion or deception."

According to him, the evidence does not support "the sweeping relief that this plaintiff seeks, namely, the exclusion of all other words now or hereafter in the dictionary or that can be coined ending with the letters 'e-t-t-e' and similar suffixes as a name for macaroni products of any producer other than the plaintiff (Creamette) throughout the U.S. and possessions." #

Grandle to WLUK-TV

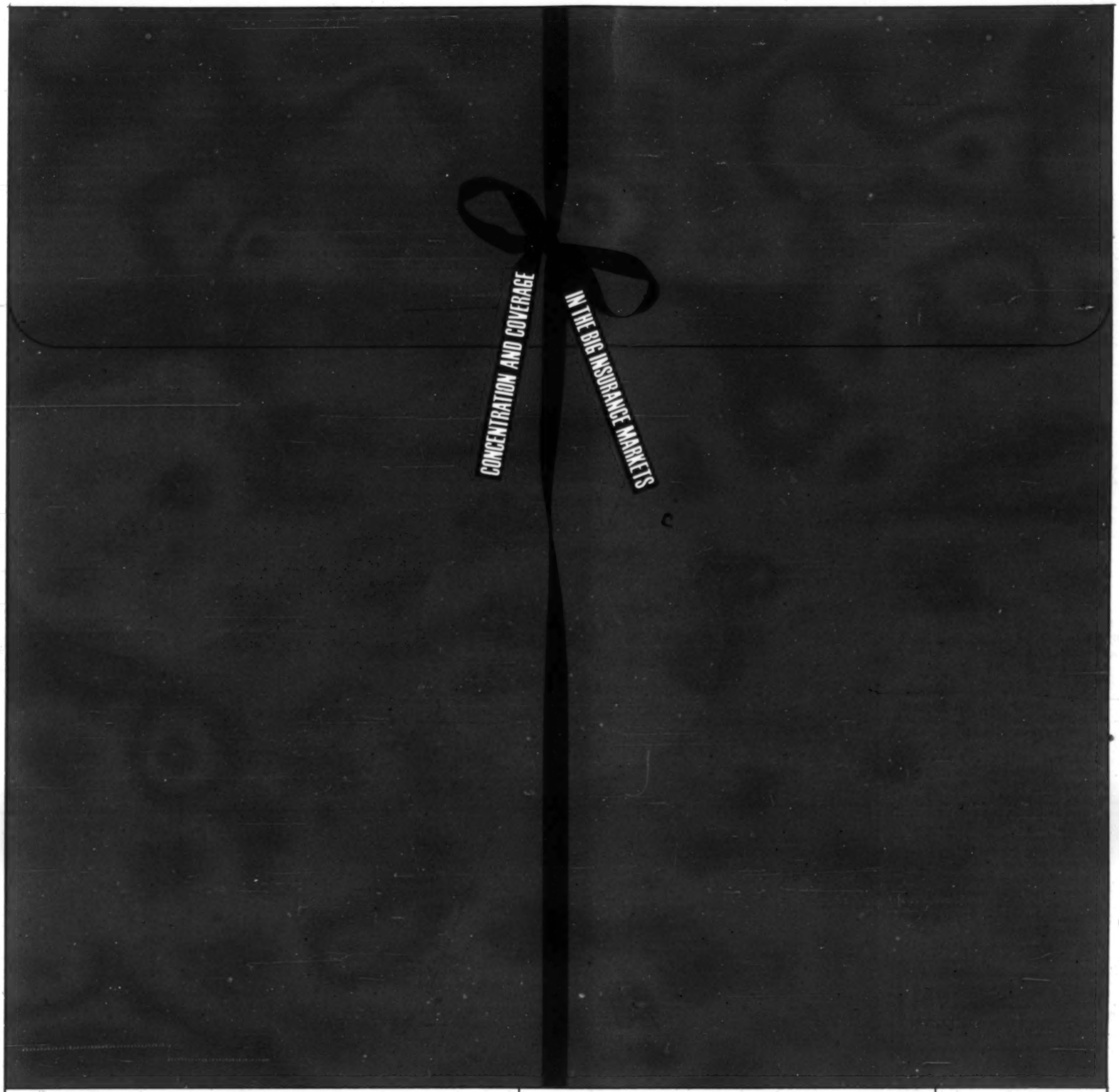
Ray Grandle, formerly with Paul H. Raymer Co., New York, and eastern representative for WGN-TV, Chicago, has been appointed general manager of WLUK-TV, Green Bay, Wis.



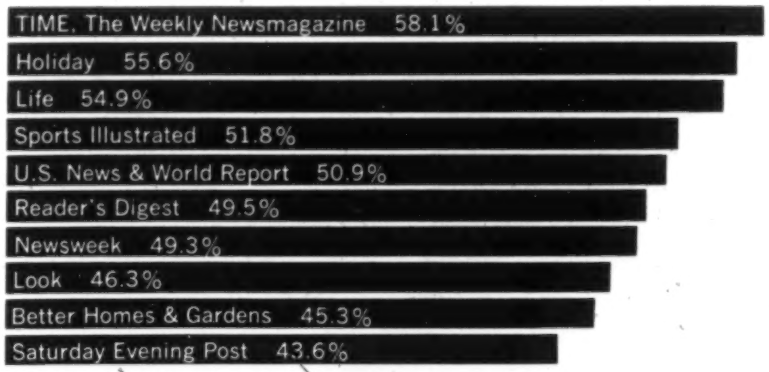
Plenty. Come see.

The oldest form of merchandising is also the fastest-growing. See fresh ideas, new techniques at the 14th Annual Point-of-Purchase Symposium & Exhibit, Nov. 1, 2, 3, New York Coliseum. For free tickets write POPAI, 11 W. 42nd Street, New York 36, N.Y.

Open only to national, regional and local advertisers, agency personnel and the press.



FIRE AND EXTENDED COVERAGE INSURANCE PREMIUMS
Circulation concentration in the most productive 100 counties



Source: The Spectator (County Patterns of Insurance Sales, 2nd Edition) and latest available publishers' reports — TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

A good customer for insurance is likely to be a superior customer for many other services and products as well. Half the premium payments for fire and extended coverage insurance come from just 100 of the country's 3,070 counties. And there you'll find that **TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Q. E. D. TIME gives you concentration and coverage—where it counts.

THAT'S TIME

This Week in Washington . . .

Magazines Seek Overseas Shipping Rate on Par with Newspapers, Books

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 20—The Commerce Department has been asking business men for advice on the steps that can be taken to spur U. S. exports. Now that the department has raised the question, the Magazine Publishers Assn. has a proposal it would like to have approved.

More magazines could be exported, the publishers say, if steamship lines weren't using rates which discriminate against them. Who has the power to do something about it? Why, the Department of Commerce itself. It houses the Federal Maritime Board, which okays the ocean shipping rates.

No matter where they ship, magazine publishers find they get the short end of the stick. For example, magazines, circulars and books all pay the same rate for shipment to Chile. That rate is almost 50% higher than newspapers. Circulars go at the same rate as newspapers, and comic supplements pay only slightly more.

▪ For shipment to North Atlantic ports and the United Kingdom, magazines pay $2.55 per ton, while catalogs, circulars and books go for $1.40 per ton and newspapers $1.20. For Mediterranean ports like Genoa, Istanbul or Beirut, magazines, circulars, catalogs and books pay $69.50 per ton and newspapers $29.75.

While the Federal Maritime Board functions as a watchdog to prevent ocean rates from becoming utterly unreasonable, it didn't create the patchwork the publishers face.

Rates are fixed by the ship operators, in regional conferences composed of owners who compete on the same routes. Under the shipping act of 1916, U. S. operators have an anti-trust immunity which permits them to sit down with foreign and domestic competitors to agree on shipping rates for the convenience of all.

▪ While the owners have a legal right to negotiate agreement on the prices that are to be charged, publishers aren't completely at their mercy. If the rate is unfair or discriminatory, the Federal Maritime Board can set it aside.

That's the point the publishers have reached now. Having been invited to tell the Department of Commerce about the things that need to be done to stimulate exports, the magazine publishers are wondering why they have put up with discriminatory ocean shipping rates for so long. They are boning up on the shipping act of 1916, and they may shortly be back to ask the Secretary of Commerce to have his Federal Maritime Board take a look at this situation.

▪ The steamship people, of course, have a multitude of criteria to consider in fixing a shipping rate. Newspapers, magazines and books may all occupy the same amount of space in the hold of a freighter, but the owners find reasons for charging one customer more than others.

The magazine publishers say the existing situation is intolerable, no matter how you look at it. They don't like to see their rivals in the newspaper publishing industry get consistently more favorable treatment. It is even more painful to see catalogs and circulars getting a preference.

▪ They also hope to interest the U. S. Information Agency in their cause. It's self defeating, they argue, for one government agency to tolerate a situation which discourages the overseas shipment of magazines at a time when other agencies are turning themselves inside out to get information about America before foreign readers.

Although magazine publishers have yet to sample its effectiveness, there is an established appeals procedure which can get the ocean freight case before the Federal Maritime Board.

▪ Publishers can talk their problem over informally with the board's office of regulation. At such a meeting they would have an opportunity to show that the rate puts them at a competitive disadvantage.

If the board staff doesn't agree

BACON'S ALL NEW 1961 PUBLICITY CHECKER

Now with perforated and gummed revisions
FOR FAST, EASY UP-TO-DATE CHANGES

- Over 3500 Listings
- 99 Market Groups
- Business, Farm, Consumer Magazines
- Coded for Type of Publicity Accepted
- Quarterly Revisions
- 352 pages— 6-3/4" x 9-3/4"
- Rugged Spiral Fabricoid
- Lays Flat in Use

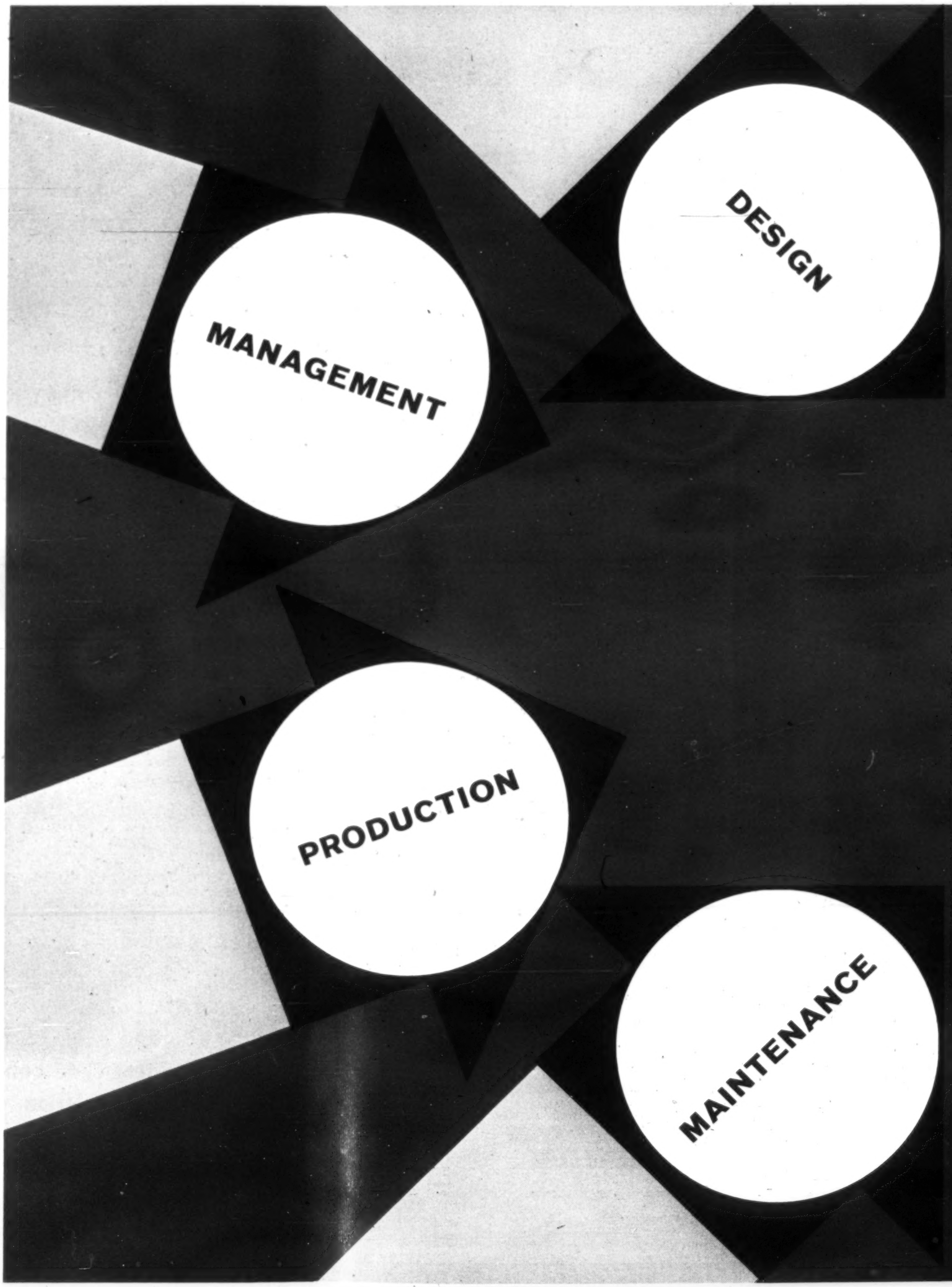
SENT ON APPROVAL
$25.00
with revisions Feb., May, August

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

The Standard directory for release lists. New revision paste-overs will allow you to stay 100% up-to-date. Easy to use . . . complete...accurate.

ORDER NOW FOR 1961

BACON'S CLIPPING BUREAU
14 East Jackson Blvd.
Chicago 4, Illinois



that magazines are in direct competition with newspapers, catalogs and circulars, the matter doesn't have to end there. A formal protest can be lodged with the board, and the issue can be argued in public. #

OB&M Names Seven

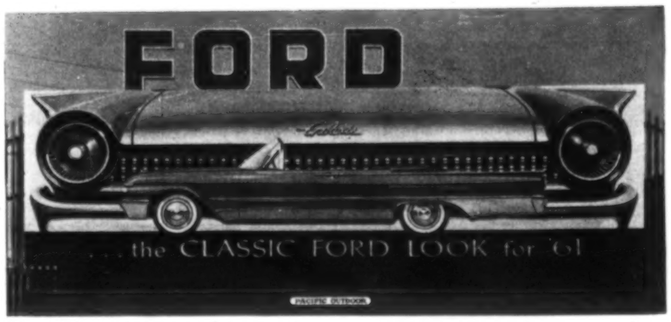
Ogilvy, Benson & Mather, New York, has added four to its copy staff, a media supervisor and two art directors. Fran Shaw, formerly with C. J. LaRoche & Co., has joined the agency as a copy supervisor. Suzanne MacLachlan, formerly with Lambert & Feasley, has been named a senior copywriter. Louis Owen, formerly with Kudner Agency, and Donald Gordon, formerly with W. Alex Jordan Associates, have been named copywriters. Harvey M. LaTerre, formerly with NBC has been appointed media supervisor, and Robert Crozier, previously with Kudner, and William Hogan, formerly with Compton Advertising, have joined the agency as art directors.

Freshrap to Lilienfeld

Badger Paper Mills Freshrap division, Peshtigo, Wis., has appointed Lilienfeld & Co., Chicago, to handle its advertising, effective immediately. The budget, described as "substantial" by the agency, was not revealed. Last year, the company spent $150,000 for space advertising, $128,806 of it in newspapers. Brady Co., Appleton, Wis., was the previous agency.

Schneidman Gets Tender-Teen

A. J. Parker Co., Philadelphia chemical company, has appointed Earl G. Schneidman Associates, New York, to introduce Tender-Teen, a new cosmetic treatment for acne. The campaign will begin immediately with a spot schedule on 60 radio stations, supplemented by newspaper and magazine insertions.



IT'S A FORD—*The Ford Look for '61 is being displayed on 20 embellished outdoor bulletins in Southern California. They were prepared by Pacific Outdoor Advertising.*

Feldman Adds Fuji Foods: Appoints Larry Rubin

Burton G. Feldman Inc., Chicago, has been named to handle advertising for Fuji Trading Co., Chicago, packager of Oriental Foods. Fuji plans to launch a campaign soon in eight or ten major markets, with newspapers and radio as the principal media. Erwin Wasey, Ruthrauff & Ryan formerly handled the account.

Feldman also has named Larry H. Rubin, formerly merchandising director of Gordon Best Co., a vp.

Booton Joins Pidgeon Savage

L. M. (Bud) Booton has joined Pidgeon Savage Lewis Inc., Minneapolis, as a vp and account supervisor on the Owens, Larson & Cutter boat divisions of Brunswick Co. and the outboard motor division of West Bend Aluminum Co. With Bruce B. Brewer & Co. for nine years, Mr. Booton became a vp and creative supervisor of John W. Forney Inc. last year when Forney bought Brewer's Minneapolis office.

Others may specify, suggest, recommend, request . . .

only the P.A. decides how much to buy from you!

Is your 1961 advertising schedule properly *balanced?*

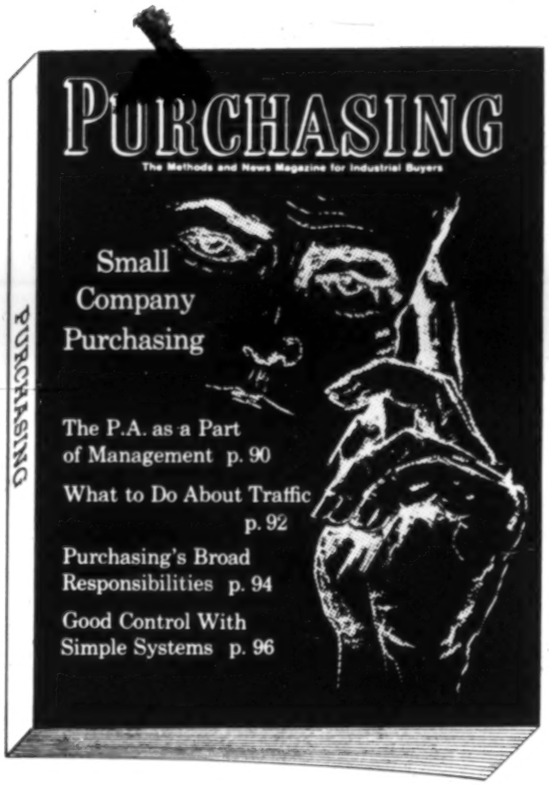
Today's industrial management, design, production and maintenance buying influences may specify, suggest, recommend or request that something be purchased. But it is the purchasing agent who has the power to select the actual supplier and the share of business he will get.

A *balanced* advertising schedule puts the P.A.'s buying power in its proper perspective in relation to the other buying influences. The P.A. can definitely help you achieve your sales goal in the year ahead.

The one publication that reaches the P.A. on his home grounds . . . that is read and respected by P.A.'s in every industry . . . is PURCHASING Magazine, the logical choice for balancing your 1961 advertising schedule.

PURCHASING is a magazine with stature . . . the unquestioned leader in its field. Its pages lend prestige and authority to your advertising message. Very few magazines in the world so successfully back up your advertisements with such a rich editorial content aimed directly at the specialized needs of their readers.

Get the P.A.'s buying power in *perspective* . . . get your advertising program in *balance* . . . with a regular schedule in PURCHASING Magazine—delivering over 30,000 copies starting Nov. 7.


PURCHASING
The Methods and News Magazine for Industrial Buyers
Small Company Purchasing
The P.A. as a Part of Management p. 90
What to Do About Traffic p. 92
Purchasing's Broad Responsibilities p. 94
Good Control With Simple Systems p. 96
PURCHASING

PURCHASING
MAGAZINE
Sells the man who buys

BPA A Conover-Mast publication 205 East 42nd Street, New York 17, N.Y.

CAPTURE 53% OF THE CAPITAL FOR $112.00

If you are a national advertiser, this same low investment captures:

. . . 27% of Detroit
. . . 15% of Los Angeles
. . . 36% of New Orleans
. . . 25% of Philadelphia

and a sizable portion of all major markets. Based on full page, black and white **EBONY** *rates, $112.00 is all it actually takes each month to "effectively" sell the Negro trend-setters in Washington, D.C. as well, where brand-conscious Negro families are now 53.1% of the total population.*

*One medium—***EBONY***—delivers "effective" selling power to these vital customer potentials for your brands. More than any other medium—and at low cost.*

Why not ask your agency for a reappraisal of your central-city marketing strategy? Our research department has the facts.

EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

Along the Media Path

WNCT, Greenville, N. C., has been presented an award by the North Carolina Agricultural Stabilization & Conservation State Committee for its outstanding public service to farmers and the general public in eastern North Carolina.

- A correspondence course in pest control, prepared by Purdue University, will be published in **Pest Control**, beginning in the January issue. The course, one lesson a month for 19 months, will be published as part of the regular issue.

- **Automotive News** published the largest regular issue in its history Oct. 10 with 196 pages. Coinciding with the opening of the National Automobile Show at Cobo Hall, the issue included pictures of every car and truck model, as well as price and specification data on each.

- The **Hartford Times** published a special 20-page section of fm radio Oct. 10.

- During the month of October **WIL**, St. Louis, is conducting a saturation schedule of specially produced announcements, 24 hours per day, to urge residents of the Greater St. Louis area to visit showrooms of local auto dealers and view the new 1961 models. The station is doing this to say "thank you" for the pleasant association it has had with auto dealers and manufacturers.

- The **New England Newspapers Advertising Bureau** has distributed to its members 4,000 16-page, four-color brochures citing statistics to establish that "only newspapers can saturate markets." The brochure includes an eight-page, fold-in b&w insert listing circulation and coverage by counties of 62 New England daily newspapers.

- "Interim Grocery Report," summarizing significant trends and events in food marketing since its "8th Biennial Grocery Study" issued in 1959, has been published by **This Week Magazine.** Additional information may be obtained from Jack Mason, *This Week*, 485 Lexington Ave., New York 17.

- **ABC-TV**, Chicago, mailed out "Blarney stones" to promote its new "Harrigan & Son" show, which made its premier Oct. 14.

- **KMLA**, Los Angeles fm station, has introduced a foreign language block that programs to the Yiddish, French, Mexican, German, Italian and Hungarian audiences in an international segment of programs slotted from 6 a.m. to noon. The programs will be hosted by leading figures in each of the languages broadcast.

MCCALL'S AT THE SERIES—*McCall's did its part for the World Series by sending models in McCall's baseball uniforms to Yankee Stadium to distribute score cards at box-seat entrances. Backs of the score cards carried reproductions of the magazine's ad showing three ladies in baseball uniforms singing the praises of McCall's in a rhyme entitled "Safe on First."*

- "The Image of WGN Radio," a 31-page study comparing the image of **WGN** with its area competitors, has been published by WGN, Chicago. Characteristics broken down in the study include programming, news coverage, sports coverage, good music programs, sound, good taste, advertising effectiveness and station appeal. Additional information on the survey may be obtained from WGN, 441 N. Michigan Ave., Chicago 11.

- To celebrate ground breaking ceremonies for the world's tallest hotel, the Americana of New York, Ted Brown, of **WMGM**, began broadcasting his show from a height of 40' from a specially constructed platform. Provisions for his comforts such as electric shaver, stove, bed, easy chairs, lamps, radios, tv sets, barber service and a valet, were provided. Station listeners were urged to send in their guess as to how many days, hours, minutes and seconds Ted Brown would remain aloft. A 1961 Chrysler Newport Town & Country wagon was offered as first prize for the most accurate guess.

- **WICD** (formerly WDAN-TV), Danville, Ill., marked its switchover from ABC to NBC Television programming on Oct. 2, with a special hour-long inaugural program, which featured programs, both network and local, that will be seen on the new NBC-TV affiliate.

- **UNICEF** (United Nations Children's Fund) will use "Anatomy of a Crisis," a documentary on the Congo, produced by WBBM-TV, Chicago, to brief staff members embarking for the Congo.

- Samples of freshly harvested bright leaf tobacco have been sent to 200 media buyers by **WGTC**, Greenville, N.C. The station, which recently returned to fulltime broadcasting, covers Pitt County, heart of the bright leaf producing area.

BREAKFAST—*Mary Lynn Mason mans the Ladies' Home Journal exhibit at Grand Central Station at which breakfast pastries are passed out in the morning and hors d'oeuvres at night. Batten, Barton, Durstine & Osborn, New York, is the agency.*

- **Industrial Equipment News** has published its "1961 Media Data File." The eight sections in the file cover every aspect of the publication's operation, including markets reached, circulation, editorial approach, readership studies, advertising services, ideas for creating product news advertising and merchandising opportunities. Copies of the folder may be obtained from Barbara Gaillard, *Industrial Equipment News*, 461 Eighth Ave., New York 1.

- **WFIL**, Philadelphia, which claims to be the first tv station in the city with live color slide transmission and color movies, ran a r.o.p. color page ad in the *Philadelphia Inquirer* Oct. 16 to announce the debut of two new color program.

- The **Helena World**, Helena, Ark., held an open house Oct. 13 in its new plant, located at 417 York St. The new building is the third occupied by the newspaper since Charles M. Young, editor and publisher, purchased the paper in 1910.

- **Department of New Laurels:**

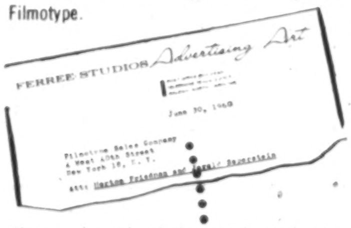
Woman's Day had a circulation of 4,691,000 during the second quarter of 1960, and 11% gain over the 4,213,000 total for the second quarter of 1959. #

THE BIG POINT!

Filmotype

Saves Money Makes Money

There are thousands of Filmotype Photo Typesetting Machines around the world . . . each providing a variety of assets. But when the mail rolls in, the basic fact boils down to this: users save money, make money with Filmotype.


FERREE STUDIOS Advertising Art

June 30, 1960

"We are pleased with the speedy production of fine and varied lettering and our clients are pleased with the sharp, clean quality lettering we deliver."

- Thousands of sizes and styles of Filmotype type and lettering!
- Right from the machine, copy perfect for reproduction . . . takes only seconds!
- Finest professional quality, of course, still anyone can produce Filmotype copy.
- Pays-For-Itself Plan makes owning a Filmotype easy for anyone!

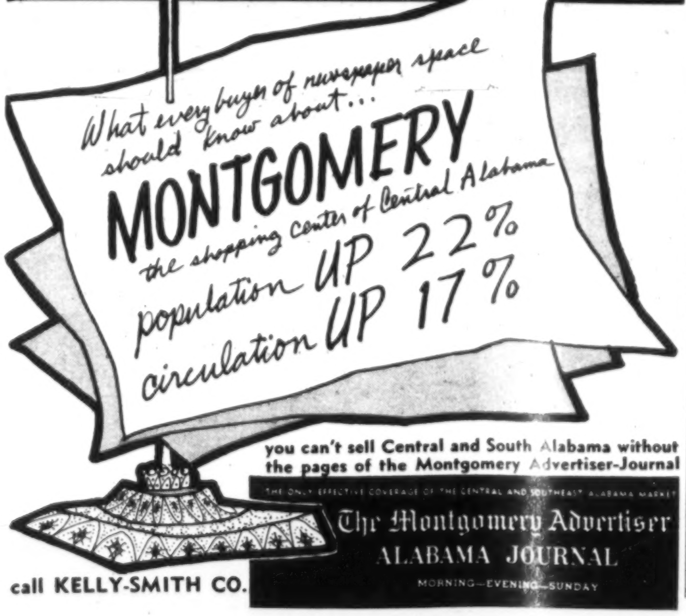
Display Type in this advertisement is Filmotype . . . body copy is Alphatype.

Write for complete details today!

FILMOTYPE
7500 McCormick Blvd.
Skokie, Illinois

MONTGOMERY

One Major Market Not to Miss!


What every buyer of newspaper space should know about...
MONTGOMERY
the shopping center of Central Alabama
population UP 22%
circulation UP 17%

you can't sell Central and South Alabama without the pages of the Montgomery Advertiser-Journal

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser
ALABAMA JOURNAL
MORNING—EVENING—SUNDAY

call KELLY-SMITH CO.

Seeing Eye to Eye...

It takes a Bert Stern to catch the engaging look in a boy's eyes that symbolizes that vision of the future on which we will depend. Boys are still visionaries; they always were. The language they speak is eloquent with excitement and ideals. It's often hard for some of us to understand it because we don't remember that far back.

We, who publish a magazine for them, have learned to speak that language; it's our stock-in-trade. Seeing eye to eye with boys means writing their language. It's the only language they respond to. In our study (listed below) 42% of all boys remembered having bought products advertised in Boys' Life. Percentages for the other magazines were: Junior Scholastic 3.8%, Senior Scholastic 3.3%, Scholastic Roto 2.8%, Life 3.7%, Look 2.2%, Saturday Evening Post 1.4%. The simple conclusion is that all boys identify Boys' Life as the magazine for them; they respond overwhelmingly to advertising and editorial content aimed their way.

There are more 10 year old, 11 year old, 12 year old, 13 year old, 14 year old and 15 year old boy readers in Boys' Life than in **any** magazine, as well as more 16 year olds than in any youth magazine.

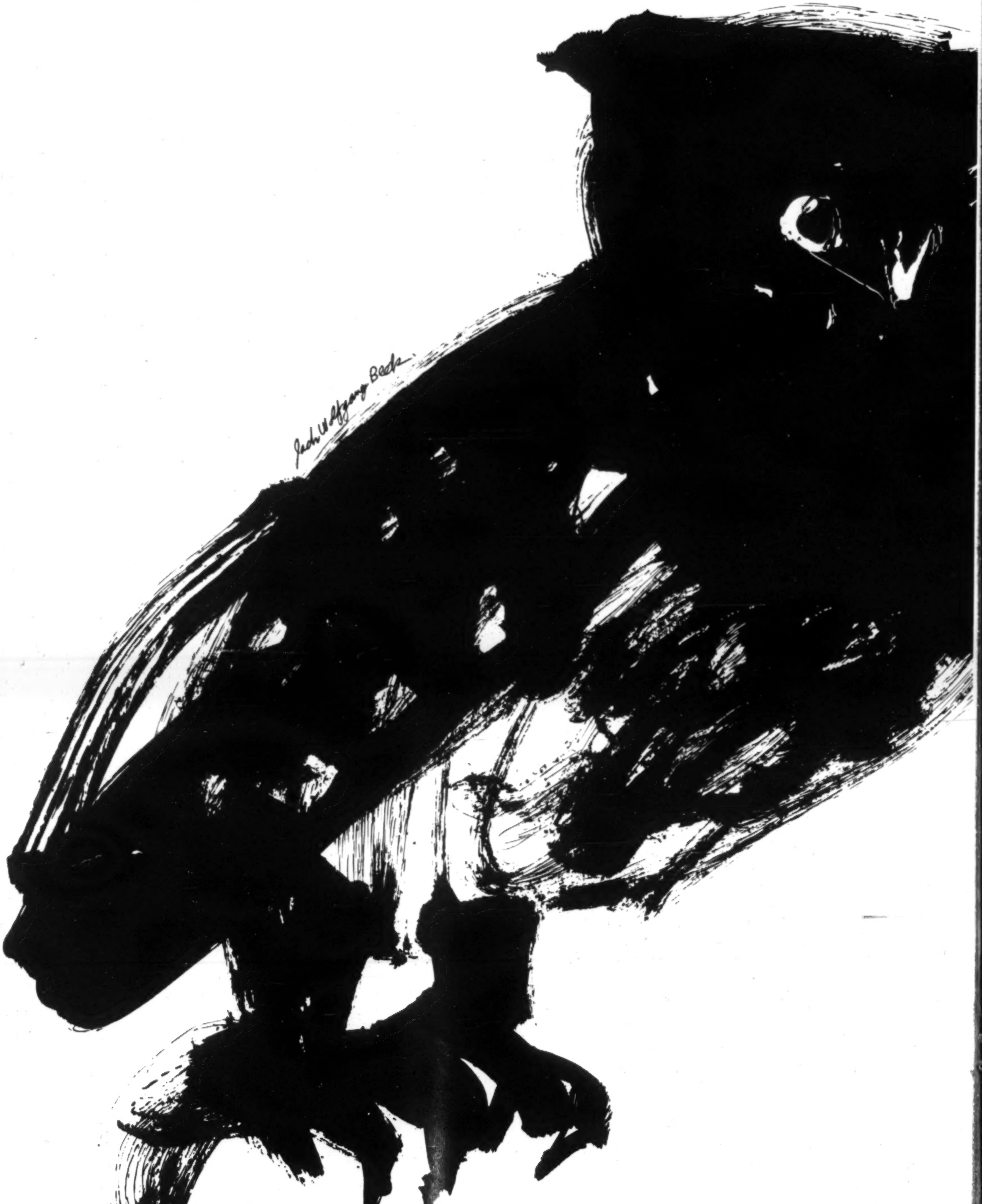
BOYS' LIFE

over 2,000,000 net paid

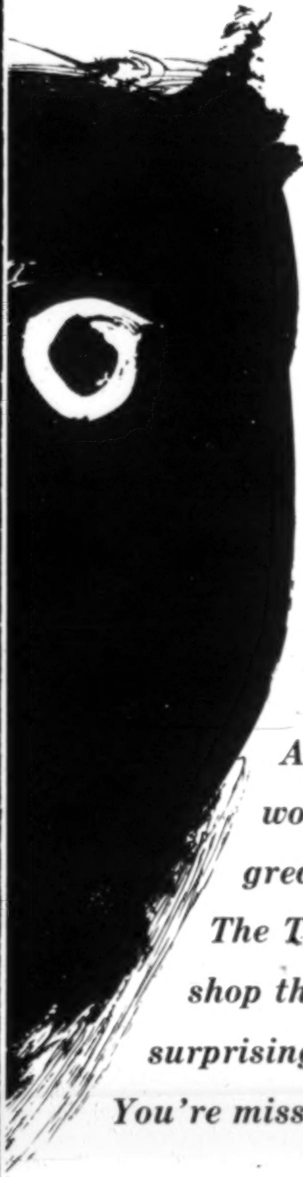
published for all boys by the Boy Scouts of America

**The new Gilbert Comparison Study of Seven Magazines tells all in detail. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, New York, for your copy.*

the Ninth of a series


Jack Wolfgang Beck

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 ● Doyle & Hawley: Los Angeles DU 8-2328, San Francisco GA 1-7437 ●



Who-wise . . .

. . . New York is it! . . . home of the who's who in business. Of the 500 largest U. S. corporations, 135—each with assets topping $20,000,000—have made New York their nesting grounds. Who else? Forty-eight of the nation's top 100 advertisers have come to roost here, spending 1¼ billion dollars a year in advertising. Add New York's manufacturers (in industrial production, New York is 50 per cent ahead of any other city in America). And the bankers (they handle one-fifth of the assets of all continental U. S. banks). Conclusion: New York, of all American cities, has more of the who, the what and the wherewithal . . . business-wise.

And advertisers with a keen marketing eye know that the best entree to this wise, wonderful, well-heeled market is the Herald Tribune. Among New York papers, it has the greatest concentration of affluence—reader families with incomes of $7,000 and better. The Trib is "the market without waste," its readers those people who occupy the better jobs, shop the better stores, prefer the better goods. As a result of their influence, it's hardly surprising that the Trib carries the fourth largest volume of general advertising in the country. You're missing plenty, if you don't use the New York **Herald Tribune**

McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898

A message of importance to newspaper spacebuyers

RESPONSIVE AUDIENCE

Advertising talks to people . . . giving them reasons for wanting and buying products or services. The more responsive the audience, the more successful the ad.

Readers of AHNA newpapers are particularly responsive to sales messages in their "own" papers . . . which come to them week after week with "local" news and shopping information not available elsewhere. This unique loyalty of readership will give your advertising the extra selling thrust that makes the big difference in sales. It makes the AHNA newspaper the most powerful, the most effective way to place your sales message where sales begin . . . in the home.

WRITE FOR FREE COPY

of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.

Accredited Home Newspapers
OF AMERICA, INC.

1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • DIstrict 7-4618

141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

Lepple **Dunville** **Miller**

AWARD—*Robert E. Dunville, president, and Howard Lepple, chief engineer, of Crosley Broadcasting Corp., Cincinnati, accept an award from General Electric, represented by Frank L. Miller, director of marketing of the power tube department, for Crosley's contribution to the 1960 Emmy award winning supersensitive color camera tube which permits colorcasting in no more light than is needed for b&w telelvision.*

Celanese Uses Closed Circuit TV in Debut of Fabric

NEW YORK, Oct. 18—Celanese Corp. of America will introduce Fortrel, a new polyester fiber, to retailers through closed-circuit color tv in 34 cities this month.

The 45-minute program will be projected on 4½' x 6' screens, in hotels across the country for an audience of about 10,000 retailers. The company is spending approximately $200,000 on the promotion, which will be telecast in the various cities from Oct. 24 to Nov. 4.

Celanese is banking on Fortrel to become a major synthetic fiber. It will be used in a variety of wrinkle-resistant, easy-care fabrics appearing in women's, men's and children's apparel during the first quarter of 1961.

During the show, the company will promise an extensive introductory ad campaign—"not just random advertising"—backed up by substantial store promotions.

■ The campaign will start in January with a resort promotion in *New York Times Magazine*. In April, the campaign will be expanded to the fashion and men's interest books. In May, the mass circulation magazines will be added to the media list.

Ellington & Co. is handling the advertising and the creative end of the telecasts. National Broadcasting Co. is in charge of color production, with Theater Network Television Inc. producing the program and providing large-screen color tv production for the network.

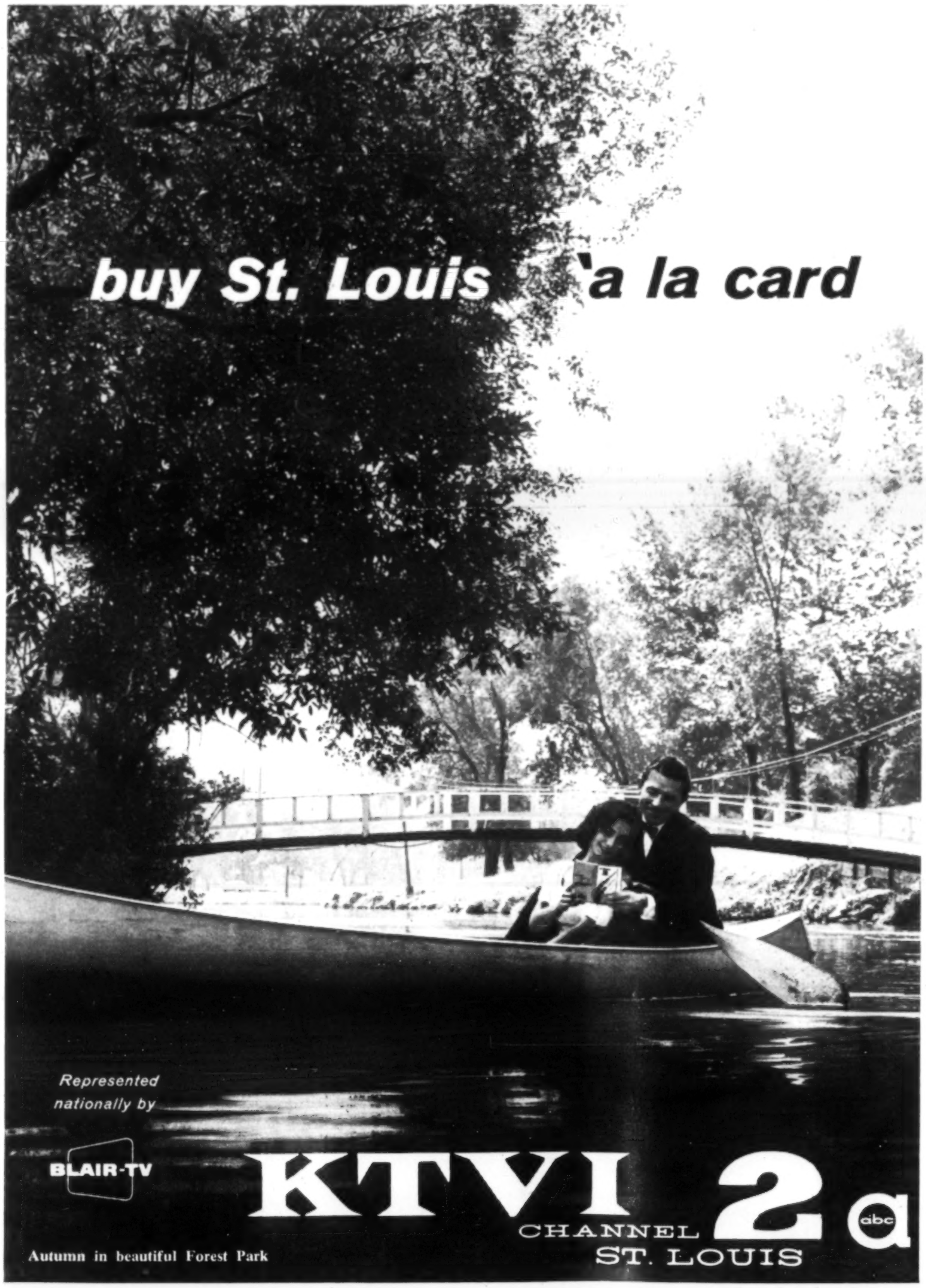
TNT reports that this will be the first nationwide large-screen closed-circuit color telecast. #

Gannett Estate Set at $5,628,787

The estate of the late Frank Gannett, founder of the Gannett Newspapers, Rochester, has been set at $5,628,787 in a state tax appraisal. Mr. Gannett, who died Dec. 3, 1957, willed $2,102,530 to the Frank E. Gannett Foundation, which was created to perpetuate ownership of Gannett Co. newspapers and distribute income for public, charitable and educational purposes in areas served by the Gannett newspapers.

Scripto Names Lovick

Scripto of Canada, Toronto, has appointed James Lovick & Co. Ltd., Toronto, to handle its advertising. Donahue & Co., Montreal, formerly handled the account. Billings are estimated at $150,000 a year.



BUSES ONLY
NO LEFT TURN

This is the SKILLionaire

Who is he? He works at a skilled job, in a precision industry, and carries home a pay check considerably bigger than the national average. He is the man on the street in Rochester, N.Y.

He's proud, inventive, excitable. The fuzzy pipe cleaner, the fountain pen, the five-day week, the first machine gun and the Kodak camera were given to the world by the city of the SKILLionaires.©

He responds to fresh ideas, new products. He has money to spend, and he spends it. Ask the people who sell Dowgard, Alpine, Minute Maid, Millbrook and many other successful brands. They tested here . . . effectively.

Statistics? Spendable income $7,172 per household. 70% of homes are owner-occupied. Highest per-capita giving to Community Chest.

Since nearly every family in metropolitan Rochester reads one or both of our newspapers, we know the SKILLionaires very well.

If you're looking for an uncommon market with a fast pay-off we'll be glad to introduce you. ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE, Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco.

A man who knows his way around in advertising knows that businesspapers take special talent, special pains—and pay off in special rewards, special satisfaction. For here you're talking to fellow pros—men as impatient with the trite and dull and commonplace as you are yourself. Selling businessmen always calls for your best . . . in businesspapers.

Advertising in businesspapers

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, N.Y. • 201 NORTH WELLS STREET, CHICAGO 6, ILL. • 333 WYATT BUILDING, WASHINGTON 5, D.C.

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CHAIRMAN OF THE BOARD, CHICAGO AGENCY. PHOTO ON LOCATION BY ARNOLD NEWMAN

means business

...because businesspapers are the most direct, penetrating and economical way to cultivate specialized markets. Remember, all good selling is specialized and nothing specializes like the business press.

GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER — A BOUGHT-AND-PAID-FOR ABP PAPER.

CHAIRMAN OF THE BOARD, CHICAGO AGENCY. PHOTO ON LOCATION BY ARNOLD NEWMAN

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GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER — A BOUGHT-AND-PAID-FOR ABP PAPER.

PLENTY TO CROW ABOUT!

Your product/service advertised where it's surest to sell the

6-BILLION $$

POULTRY, TURKEY and EGG

MARKET—

Poultry & Eggs Weekly reaches the key people in this fast-growing industry — the men who buy Poultry/Egg Processing Equipment • Refrigeration • Films • Trays • Cartons • Containers • Coops • Health Products • Tags • Feeds • Breeding Stock • Growers Equipment • Trucks and Transportation Equipment & Supplies.

Only Poultry & Eggs Weekly has the *frequency* (weekly) and the *scope* (nationwide) to keep the profit-minded poultry/turkey/egg operator really informed on markets, processes and products he wants and needs!

Write for rates and coverage—

POULTRY & EGGS WEEKLY
(Published by The PACKER Publishing Co.)
201 Delaware Kansas City 5, Missouri

ABC ABP

Bob Fiser
Editor & Publisher

POULTRY & EGGS

Swanson Cookie Appoints

Swanson Cookie Co., Battle Creek, has appointed Norman-Navan, Marineau & Moore, Grand Rapids, to handle national advertising, which has been billing about $130,000. Norman-Navan succeeds Grant Advertising, Chicago, which was dropped last month (AA, Sept. 5).

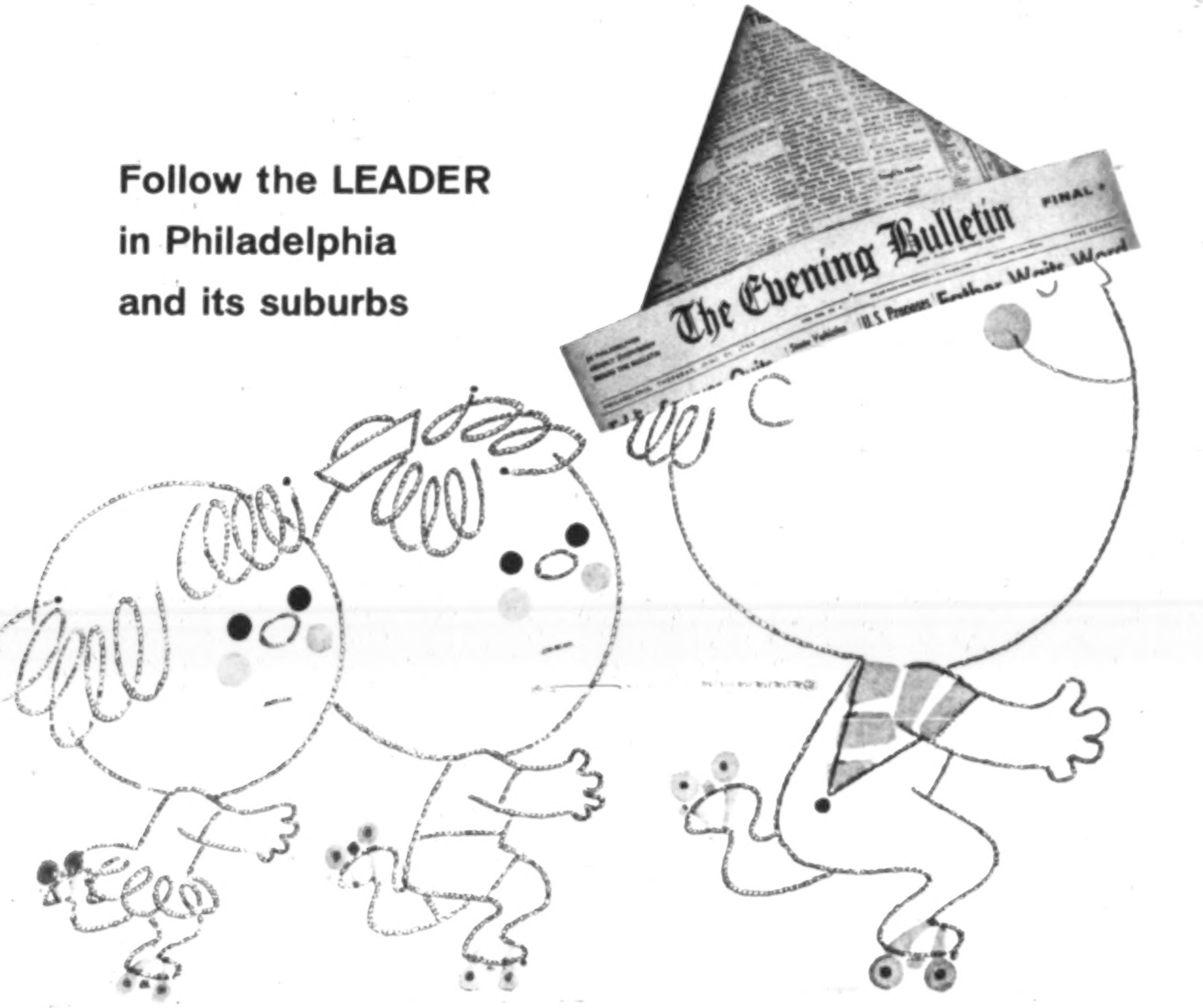
Eastern May Advertise DC-8B

Eastern Airlines has a right to advertise its DC-8B jet airliner, Civil Aeronautics Board Hearing Examiner Walter Bryan has held. He dismissed a complaint by Delta that the DC-8 and the DC-8B are identical and that the public has been wilfully misled.

Kalfus Joins Parsons

Melvin Kalfus has joined Parsons, Friedmann & Central, Boston, as supervisor of industrial accounts. He formerly was on the advertising staff of Polaroid Corp., Cambridge, Mass.

Follow the LEADER
in Philadelphia
and its suburbs



Start with the basics—the A.B.C.

The 1959 A.B.C. Audit Reports show that The Evening Bulletin leads The Morning Inquirer in circulation by 145,637 in the 14-county Greater Philadelphia Market . . . The Evening Bulletin leads in the city and in the suburbs.

And more women read The Evening Bulletin than The Morning Inquirer in Greater Philadelphia—on both sides of Philadelphia's city limits. The Evening Bulletin's female adult readership, reported in the 1960 National Analysts, Inc. study of adults in telephone homes, is 368,000 in the city and 372,000 in the suburbs.

EVENING BULLETIN LEAD OVER MORNING INQUIRER AMONG WOMEN READERS

121,000 or **49% MORE** in the City

100,000 or **37% MORE** in the Suburbs

221,000 or **43% MORE** in Greater Philadelphia

No matter how you look at it, The Evening Bulletin leads in circulation and readership throughout Greater Philadelphia. Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership . . . in Philadelphia *and* in Suburban Philadelphia

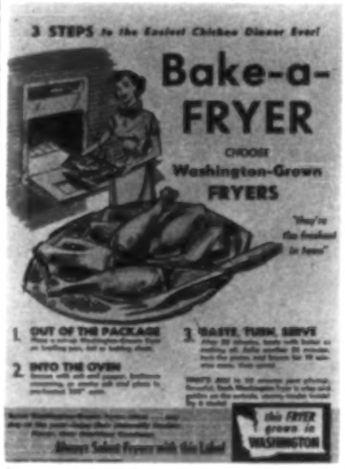
A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14 county Greater Philadelphia A.B.C. City and Trading Zone

Frying Chicken Good When Baked, Too, Ads Say

SEATTLE, Oct. 18—A three-step how-to-do-it campaign has been launched by the Washington Fryer Commission to boost purchase of fryers for baking. The promotion makes major use of daily papers in the state, plus point of purchase material.

The campaign is intended to step up consumption of fryers during the usual slack fall months. Consumer surveys show that a majority of housewives still use just one method, pan-frying, to cook fryers. To widen consumption of this product, the October promotion is concentrated on the baking of fryers, and copy stresses the one-two-three steps of out of the package, into the oven and onto the table.


3 STEPS to the Easiest Chicken Dinner Ever!
Bake-a-FRYER
CHOOSE Washington-Grown FRYERS
1. OUT OF THE PACKAGE
2. INTO THE OVEN
3. BASTE, TURN, SERVE
Always Select Fryers with this Label
this FRYER grown in WASHINGTON

■ The campaign opens with 1,000-line two-color ads in the *Seattle Post Intelligencer*, *Seattle Times*, *Spokane Spokesman-Review*, *Tacoma News Tribune* and *Yakima Herald & Republic*. It also uses four column by 10" ads in 22 daily papers.

News releases for food-page and homemaker sections will feature new fryer recipes based on the baking plus step-by-step instructions and photographs.

The commission, set up under state legislation, derives funds solely from assessments on producers of fryers. Advertising is handled by David W. Evans & Associates. #

'Mirror' Ad VP Retires: Galloway Is Successor

Warren Kelly has retired as vp in charge of advertising of the *New York Daily Mirror*. Mr. Kelly had been with the Hearst organization for 30 years. At the same time, Starr A. Galloway was appointed director of the daily's retail classifications and classified advertising.

Arvin Names Bosart, Jones

Arvin Industries, Columbus, Ind., has named Robert G. Bosart manager of advertising and sales promotion for its consumer products division, and has promoted Ted Jones from advertising manager to product manager of radios and phonographs. Mr. Bosart formerly was sales promotion manager.

Quaker Opens Pet Kennels

Quaker Oats Co., Chicago, has opened its dog and cat kennels for nutritional research in Barrington, Ill. It is said to be the largest and most complete facility exclusively for pet feeding and nutritional studies. Quaker markets Ken-L-Products dog food and Puss 'n Boots cat food.

Factory

Factory
6 Months Ending June 30, 1960

3. **BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1960 ISSUE:** (Not an average for 6 months)
NOTE—Total paid subscription circulation of this issue was 0.70% greater than average total paid subscription circulation for period.

		Subs.	%
1. Manufacturing:* (For SIC Breakdown—See Below)		64,902	90.87%
(a) Company Subscriptions	6,041		
(b) Corporate Officers: President, Vice-President, Secretary, Treasurer & General Managers, Managers (entire organization), Owners & Partners	8,157		
(c) Plant Managers, Superintendents & Other General Plant Executives	18,988		
(d) Plant Department Heads, Maintenance Engineers, Plant Engineers & Other Supervisory Plant Personnel	20,638		
(e) Staff Engineers & Technicians	8,965		
(f) Other Company Personnel	2,113		
2. Raw Materials Producers, Transportation, Communications & Public Utilities		845	1.18%
3. Consulting Engineers, Consulting & Research Organizations		1,136	1.59%
4. Construction & Maintenance Contractors, Dealers in Industrial Equipment & Supplies		495	0.69%
5. Government		1,358	1.90%
6. Banking, Finance, Insurance & Real Estate		172	0.24%
7. Universities & Colleges		1,365	1.91%
8. Libraries, Professional & Trade Associations		517	0.73%
9. Miscellaneous		462	0.65%
10. Awaiting Classification by Business & Industry		169	0.24%
TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1960 ISSUE		71,421	100.00%

There are two points about FACTORY's latest ABC statement which deserve particular attention:

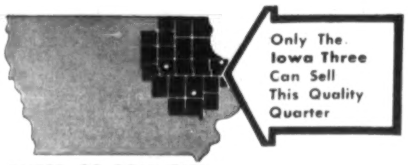
(1) Of the 70,927 average total paid circulation, over 90% . . . 64,902 . . . is concentrated in manufacturing, *and on the men who manage plant operations*. FACTORY alone aims its circulation only at the men who manage plant operations . . . deals editorially only with the ideas and equipment and management techniques needed by such men.

(2) The circulation total for the latest month covered by the statement (June, 1960) is 72,045 *paid*. (Check that against so-called contemporaries.) Your advertisement in FACTORY will go to more of these plant operations management men *at lower cost* than in any other businesspaper.

FACTORY

A McGraw-Hill Publication • 330 West 42nd Street • New York 36

"I had to join up after I forgot that without The Iowa Three you miss over 25% of the market!"



THESE 22-COUNTIES
CONTAIN OVER 25% OF IOWA'S
• *population* • *households* • *retail sales*
• *Consumer Spendable Income*

The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

THE IOWA THREE
The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.
Jann & Kelley, Inc. Story, Brooks & Finley

'Not Durable; Dressed-Up, Practical' Is European View of U.S. Goods, Study Finds

CHICAGO, Oct. 18—European consumers think that American products have poor workmanship and little durability—on purpose—but excel in package and product design that gives them "dressed-up practicality."

This ambivalent mental reaction to the "Made in U. S. A." label extends to most American export items, but especially applies to the less well-known brands, according to a study of "Made in" images conducted in six European countries by Roc International, market research organization.

The results were revealed by its U. S. member, Market Facts Roc International, a division of Market Facts Inc., Chicago.

Described as the unconscious association of a product with the country of its orign, the "Made in" image is based on a stereotyped view of the national character, according to William O'Dell, president of RI's American affiliate.

■ Strong positive and negative opinions of American products exist abroad side by side, Mr. O'Dell said. On the one hand, the national stereotype, which colors the product image, says that Americans are dynamic, progressive, straightforward and practical people with big industrial, technical and commercial capacities. On the other hand, Americans are rejected as being too materialistic, superficial, naive and great lovers of luxury.

The "insufficient" durability of U. S. products is not blamed on incompetence, but on the need to keep America's industrial wheels turning by frequent replacement of their output.

In addition, the "Made in U.S.A." label was found to convey the thought that Americans seek to simplify the routine of daily life and obtain greater comfort through the use of practical gadgets.

■ Asked what products they associate with the U.S., the European consumers listed (1) automobiles, metals and engineering devices, in both heavy and light industry; (2) food, especially canned goods, beverages and tobacco products; (3) nylon and plastics and products of the apparel industry; and (4) films, building materials, prefabricated houses and shoes.

According to Mr. O'Dell, the product origin image colors people's views of many products—even those that do not seek to present themselves as national specialties.

Depth interviews for this study, which also investigated European opinions about European products, were conducted in Western Germany, England, Sweden, Italy, Holland and France.

■ In addition, Americans were asked for their reactions to European goods. The combined responses reveal what consumers in the seven countries think of America's major competitors on the European market:

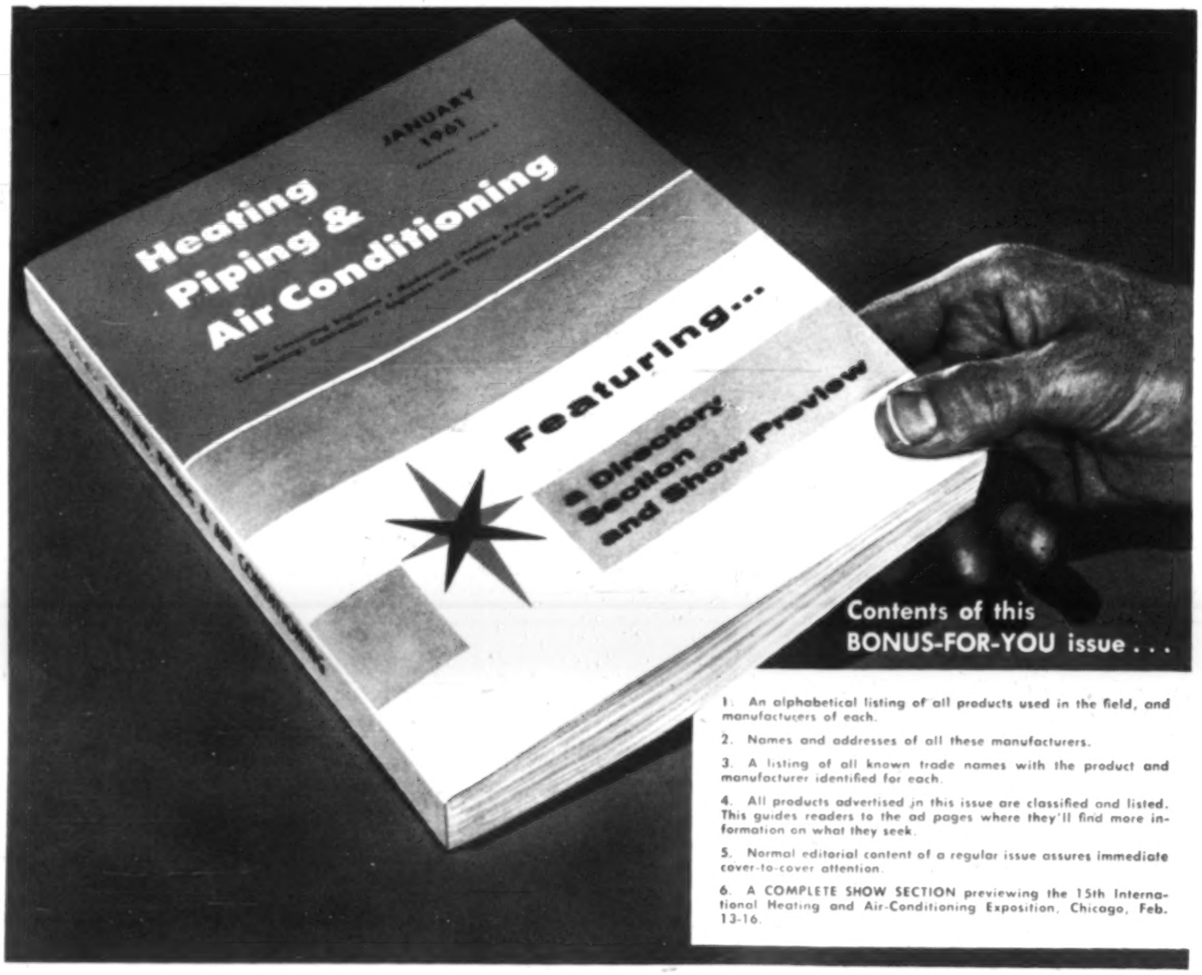
"Made in Germany" and "Made in Holland" products were rated as sound in construction, sturdy and reliable. Non-durability of the "charming, graceful" French goods was blamed on their stereotyped inherent carelessness in technical matters. "Made in Italy" was ininterpreted as "charming, stylish, but not reliable or durable." Sound workmanship, simplicity and sturdiness were seen in Swedish goods. English products were termed purposeful, well-made but modest in appearance. #

MJ&A Alters Dow Group

MacManus, John & Adams has made several adjustments in its account group on Dow Chemical Co. Charles Hutson, former agricultural products account executive, and Donald Woodward have been named account supervisors. Owen R. Leffler succeeds Mr. Hutson. William P. Wells, who formerly operated his own Detroit agency, has taken over Mr. Woodward's duties as account executive on chemicals. Frank Savage, formerly with New Center Studios, Detroit, has joined MJ&A as account executive on Dowgard and Dow automotive products.

F. L. Brown Joins NARGUS

Frank L. Brown has been appointed director of merchandising of National Assn. of Retail Grocers of the U. S., Chicago, a new position. He will direct the promotional activities and food store development programs of NARGUS in his new job. Mr. Brown formerly was general manager of Bozzuto's Inc., Waterbury, Conn.


JANUARY 1961
Heating Piping & Air Conditioning
Featuring...
a Directory Section and Show Preview

Contents of this BONUS-FOR-YOU issue . . .

1. An alphabetical listing of all products used in the field, and manufacturers of each.
2. Names and addresses of all these manufacturers.
3. A listing of all known trade names with the product and manufacturer identified for each.
4. All products advertised in this issue are classified and listed. This guides readers to the ad pages where they'll find more information on what they seek.
5. Normal editorial content of a regular issue assures immediate cover-to-cover attention.
6. A COMPLETE SHOW SECTION previewing the 15th International Heating and Air-Conditioning Exposition, Chicago, Feb. 13-16.

Be There . . . .

When they're ready to specify or buy

The Directory Section is the acknowledged reference work in the Industrial-Big Building field since 1934

Nowhere will your advertising dollar go farther . . . accomplish more! This is an issue that is a right-at-hand reference for the engineers and contractors you must reach. (In a survey of these *all paid* subscribers, 96% report they keep it throughout the year, 75% refer specifically to its advertising pages.)

No wonder nearly 300 advertisers appear each year! Make sure you too will profit from this all-in-one January issue with a Directory Section, Show Preview, and regular editorial content. Start off 1961 impressively by using extra space for extra emphasis on your entire line. Regular space rates apply, December 10 closing date.
KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.

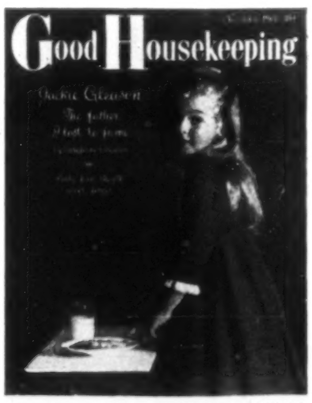
ABC
ABP

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT FROM ANY OTHER ADVERTISING MEDIUM?

WE SPENT THREE YEARS ON THE CARPET

Take carpets – a big buying decision for women and an important category in home furnishings. Now, it's one thing to show a pretty picture of a pretty room and mention the rug in passing. And it's quite another to spend three years on exhaustive modern floor covering investigation. And to set 40,000 feet tramping on samples for an all-out wear test.

Good Housekeeping's unprecedented 18-page editorial on floor coverings this year was the first magazine wrap-up to tell consumers everything they really want to know. Moreover, in doing the job we set standards which have been widely accepted by the industry. A new feature next February will up-date the material. Equally thoroughly. And that's the way Good Housekeeping does things. All i's dotted. All t's crossed. No effort spared.



A HEARST MAGAZINE

Readers look to Good Housekeeping for a million big and little extra efforts that add up to a giant advantage: readers believe what you say in this magazine.

That's what makes Good Housekeeping different. And that's what makes it a great advertising medium.

Guaranteed by Good Housekeeping

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

. . . because nothing persuades and sells like the truth

International Shoe Kicks Off Juvenile Drive with Film

ST. LOUIS, Oct. 18—International Shoe Co. will seek to enlist the aid of physicians in selling better-grade, better-fitting juvenile shoes with a national campaign beginning Oct. 23 with the premiere of a 12½-minute foot health color film to retailers at the National Shoe Fair in Chicago.

National advertising with a foot health theme will break in February issues of the *Journal of the American Medical Assn., Today's Health, Parents' Magazine, Your Baby, My Baby* and *Baby Talk*. Each of these publications will carry one-third-page and two-third-page ads in three spring issues and three issues in the fall.

Tv spots, direct mail and a 16-page booklet on children's shoe fitting will be directed to mothers, the company said. Trade publication advertising will inform dealers about the "medical atlas" booklet and collateral materials available to them.

■ The tie-in with the medical profession, requested by dealers participating in a survey in 1959, will include a 24-page full-color book on foot health prepared for International Shoe by Drs. Philip Lewin and Edward Pinckney, and a mail campaign directed to physicians listed by dealers.

The color film, made for International by MGM, will be available to dealers after Nov. 1 for local showings. A b&w reproduction also will be offered to tv stations, the company said. The color book, "Common Foot Disorders of Children," will cost dealers $1.50. #

'Houston Chronicle' Offers New Discount Plan

The *Houston Chronicle* has issued a new national advertising rate card, effective Nov. 15, which will offer a flexible discount plan which will enable advertisers to earn up to 20% discount on the frequency plan and up to 10% on the bulk linage plan.

One feature of the plan is that the advertiser can establish his own per cent of discount and that each ad, depending on the size, qualifies for a different amount of discount.

Hewitt-Robins Switches

Hewitt-Robins Inc., Stamford, Conn., has switched its account from Fuller & Smith & Ross, New York, to W. L. Towne Co., New York, effective Jan. 1, 1960. W. L. Towne was selected from about 40 agencies to whom the company submitted a 60-question questionnaire since Aug. 1.

PUBLICITY in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches **all** editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY. LO 4-3123

New Airport Book to Bow

Airport/Services Management, a new monthly business publication, will bow in December, 1960. The publication will have an initial circulation of more than 10,000 among men who manage and operate the nation's civilian and military airports, aircraft service organizations (repair, overhaul, and modification stands, aircraft dealers, air carrier supplies distributors, taxi and charter services) and air carrier group services and maintenance facilities. Lakewood Associates, 1645 Hennepin Ave., Minneapolis, will produce the publication.

Morrison Opens Own Company

Jack Morrison has established Morrison Publishing Co., with headquarters at Box 94, Crystal Lake, Ill. The new company's first business publication will be *Electrical Maintenance & Engineering*, which will be issued monthly starting in February, 1961. It will have an initial controlled circulation of 18,000, confined to the electrical personnel of industrial plants. Mr. Morrison had been affiliated with Technical Publishing Co. for the past 11 years, the last five as western sales manager.

Waring Names Graceman

Waring Products Corp., Winsted, Conn., has appointed Graceman Advertising, Hartford, to handle advertising for its Waring portable electrical appliance line. Fuller & Smith & Ross, New York, is the former agency of record.

Glastris to Open Branch Office

Wm. V. Glastris Advertising, St. Louis, will open a branch office in Kansas City on Nov. 1. Michael S. Way, an account executive in the St. Louis office, has been named to head the Kansas City office.

Our Annual Fall

There's a big difference between advice and

That's why the plant engineer is one of the

He is an authority. Just what does a plant

Do others get into the buying act? Sure!

after the committee packs up and goes home,

plant engineer. When he goes home he's often

Ford Drops Taunus; 'Captives' on Wane

DETROIT, Oct. 19—The "captive" foreign cars, those brought into the U. S. by domestic manufacturers either from their own foreign plants or those with which they have special arrangements, seem to be victims of a waning market.

This was indicated when Ben D. Mills, manager of Lincoln-Mercury division of Ford Motor Co., Detroit, said there are no plans to import the 1961 German-built Taunus, which had been merchandised by Lincoln-Mercury outlets. Taunus experienced a 40% drop in U. S. sales in the first half of 1960. Mr. Mills estimated about 1,000 unsold cars remain in hands of dealers and in warehouses here.

While other captives—Opel, English Ford, Vauxhall and Simca, being sold here by Buick, Ford, Pontiac and Chrysler respectively—have not been discontinued, their sales recently have been suffering. Chrysler is expected to continue with Simca, because of its part ownership. Buick and Pontiac general managers have said they will continue to sell the cars from General Motors overseas plants. Ford is expected to import enough English Fords to meet demand. #

Ad Workshop Draws Crowds

Attendance at the advertising workshop sessions sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club and affiliated clubs has jumped 75% this year, the cooperating groups report. The workshops consist of nine clinics, each with eight evening sessions.

'Secretary' Joins ABC

The McGraw-Hill publication, *Today's Secretary*, has been accepted as a member of the Audit Bureau of Circulations. The magazine becomes McGraw-Hill's 32nd ABC member publication.

Merry Christmas to all... to all good Knights
KINGS MEN
KINGS MEN

CHRISTMAS PUSH—*Kings Men toiletries will be promoted as gifts for "dads, grandads, uncles, brothers-in-law, postmen, delivery men, janitors" starting Dec. 11 in the First Three Markets, Parade, This Week Magazine and the major independents. Edward H. Weiss & Co. handles Kings Men for Helene Curtis Industries.*

Witwer of Illinois, Senatorial Candidate, Opposes an Ad Tax

CHICAGO, Oct. 18—The Republican candidate for senator in Illinois told the t.f. Club yesterday he is opposed to a tax on advertising.

Samuel W. Witwer added: "Frankly, I don't think there will be one [an ad tax], regardless of who is elected, because [Sen.] Kennedy himself has tried to disassociate himself from such a tax."

Mr. Witwer said the "underlying attitudes" of an anti-advertising position are of more concern, because "the attack on advertising involves an attack on freedom."

Mr. Witwer opposes Sen. Paul Douglas. #

WGUN Names Fulton

John Fulton, vp of Rousanville radio chain, has been named president and general manager of WGUN, Atlanta. Also joining WGUN as account executives are Joseph T. Starr, formerly of WCIN, Cincinnati, and Bob Christian, from the *Atlanta Journal*.

Sales Message:

authority. Authority carries a bigger price tag.

more respected members of the industrial community.

engineer do? Simple. He plans, he decides, he buys.

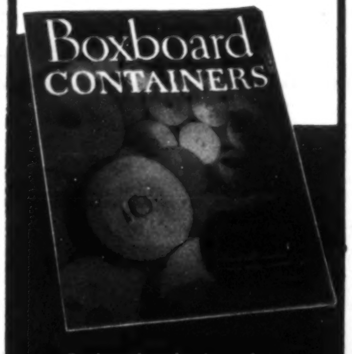
Who are they? Everybody (just read your mail). But

the man who makes the decision is usually the

accompanied by a copy of. . . . . .

Plant Engineering

Are you overlooking a $3 Billion Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

1st in
Delaware
Valley
food sales
per
household

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on food, furniture, clothing, cars than any other DelVal city.*

AND THE TIMES IS TOPS IN TRENTON!

The Trenton Times is Trenton's dominant daily, hands down. It covers 73% of metropolitan area households, 96% of City Zone. Beats the Trenton coverage of Philadelphia papers 10 times over.†

*Market figures from Sales Management's Survey of Buying Power, 1959
†Coverage figures from ABC audits

TRENTON TIMES
Represented by SAWYER-FERGUSON-WALKER CO.
New York • Philadelphia • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

Comfort On Delivery
...yours with
BERKLINE
Comfort Chairs
free
THE BERKLINE CORP.
King of Comfort Chairs

Even the truckman couldn't resist the comfort of a BERKLINE chair. Give one to someone special this Christmas (and ask Santa to bring you a BERKLINE chair, too). At leading stores everywhere.

$3.98 12" long-play record, "Music To Recline By," with the purchase of either of the above chairs.

ON DELIVERY—*Berkline Corp., Morristown, Tenn., maker of upholstered chairs, is featuring the comfort theme in a new series of full-color ads appearing in the November and March issues of American Home and in the Feb. 27 Life. Sackel-Jackson Co., Boston, is the agency.*

FARM AND RANCH Proudly Announces:

Reduced Guarantee
Reduced Space Rates

. . . to meet head-on a challenging new era of farm market coverage

How can a real farm magazine do otherwise?

The number of commercial farms in the U.S. is down 27 per cent (census estimate), *in only the last ten years!* Farm population is down from 16 per cent of the country's population to about nine per cent since 1950.

Facing this, does a magazine who's heart and soul is *farm* coverage turn tail and run? Should it go "rural" or "mass" to hold to the old circulation numbers, or even try to justify circulation increases?

FARM AND RANCH says NO!
Farmers today have more buying power, more invested in land, equipment and housing than ever before. Our Sunbelt farm market is several times the size it was only a few years ago. So there are fewer people, each much more important as a customer.

Why bury this blessing in a welter of non-strategic circulation?

Instead, FARM AND RANCH has inaugurated an aggressive new circulation policy. The reduced guarantee allows us to focus circulation efforts on better farm markets, in selective business paper fashion. Less quantity, more quality, lower cost for advertisers.

In the final analysis, *editorial content* is the main governing factor of circulation quality and readership. (Water seeks its own level.)

FARM AND RANCH's editorial content is strictly business-of-farming and homemaking, geared to the farm interests of owners, operators, managers, staffs and families who make up Sunbelt agriculture. It *demands* attention, *wins* acceptance.

A modern farm magazine does not try to be all things to all people. In our area, you can now buy FARM AND RANCH, the *farm* magazine, or "the mass magazine of the South" (new slogan of the competitor, where it costs fully a third more per page to buy the mass concept).

The new FARM AND RANCH circulation guarantee: 1,140,000. The new lower rate: $4800 per b&w page. If you're not now reaping the rewards of this more effective buy, we suggest you cut out the waste and come aboard.

Why FARM AND RANCH is nation's best-read,
most-quoted, best business-producing farm magazine

1953: Change to strict business-of-farming and homemaking editorial. *We chopped out fiction, poetry, joke pages and similar "so what" copy, creating an editorial climate more conducive to effective selling.*

1954-55: First introduction of typewriter style commodity and late news pages. *Now most farm magazines carry this type material.*

1957-58: Began exclusive AGRI-AREA EDITING, dividing our numerous regional editions according to farming methods and crops rather than unrelated state boundaries.

All editorial material is significant to the recipient, regardless of his location. Result: even further increases in readership, and more able-to-buy circulation.

1960: Circulation reduction to meet realistic requirements of a modern farm magazine.

1961: Further editorial and format improvements that are sure to pioneer for farm and home magazines.

Farm and Ranch
SERVING THE SUNBELT OF AGRICULTURE, COAST TO COAST

Four A's, SRA Agree on Simpler Radio, TV Contract Forms

NEW YORK, Oct. 19—Station Representatives Assn. and the American Assn. of Advertising Agencies have agreed on a simplified radio and tv contract form designed to reduce the paper work involved in buying and selling spot broadcast time.

▪ The new blue and yellow contract and contract modification forms are being recommended for general use throughout the industry. Larry Webb, managing director of SRA, pointed out that these forms will make it unnecessary for a representative to issue a separate confirmation of order form to the agency and station, and for the agency to issue a contract form. The new forms will confirm the order and serve as formal contracts once they have been completed by the representative and then properly executed by the agency and station.

The simplified forms will carry the masthead of the issuing representative. The conditions of the Four A's contract for spot will appear on the back of the forms.

▪ According to a Four A's bulletin to members, "stations and agencies will need only to sign and exchange copies in order to have a contract. Once the new forms are in general use, contract typing need no longer be done by the agency, but will be done once and for all by the station representatives.

"This should save thousands of hours of clerical work for all concerned—agencies, stations and station representatives—and reduce the likelihood of errors," the Four A's bulletin said.

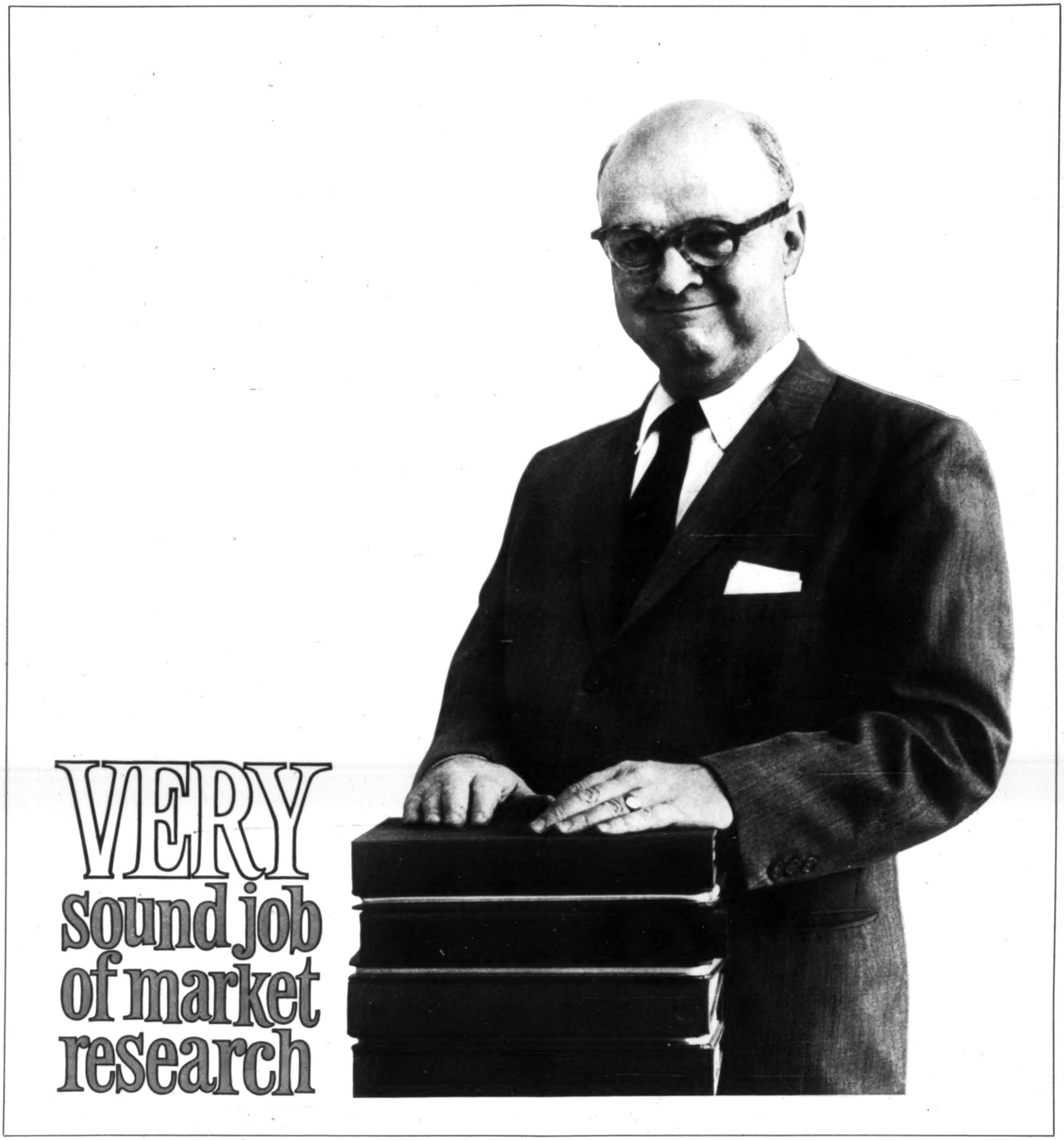
▪ Several members of SRA will start using the new forms as of Nov. 1. They are the John Blair companies, the H-R companies, the Adam Young companies, Robert E. Eastman & Co., Katz Agency, Broadcast Time Sales, and Peters, Griffin, Woodward. Four others—Meeker Co., Devney-O'Connell, Bob Dore Associates and Avery-Knodel—are set to switch to the revised forms at the first of the year. #

Pasquale's Foods to Perry

Pasquale's Foods Inc., Cincinnati, pizza carry-out chain, has named Perry-Brown, Cincinnati, to handle its advertising and public relations.

Gilman Names Lookout

Gilman Paint & Varnish Co., Chattanooga, has appointed Lookout Advertising Agency, Chattanooga, to handle its advertising.



But it's not selling the product

Research can tell you a lot about whom to sell, and where, and when. But it cannot furnish the *how*. That answer lies in a strong central theme—carefully planned, creatively presented, consistently adhered to. At Chirurg & Cairns, we call this a *basic sales idea*. It is the keystone of our selective selling approach, which defines and develops the best profit opportunities for each one of our clients.

If *your* company needs the persuasive power of a basic sales idea, we'd like to have a talk with you. We think you'll find this agency exceptionally strong in financial stability, creative excellence, and intelligent management. You will also find us eager to show you how handsomely selective selling pays off. It has become particularly valuable in today's economy when the squeeze on profits is so tight. **CHIRURG & CAIRNS, INC.**
130 East 59th Street, New York 22, N. Y.
824 Boylston Street, Chestnut Hill 67, Mass.

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VERY sound job of market research

But it's not selling the product

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130 East 59th Street, New York 22, N. Y.
824 Boylston Street, Chestnut Hill 67, Mass.

Home Loans U

★★★ THE
DENVER P
The Voice of the Rocky Mountain Em
Vol. 69, No. 59 Denver, Colo.—Climate Capital of the World

Oil Makes Deep Impact In Colorado

The Colorado oil industry in the past decade—a period in which oil came of age in the state—has had a multi-billion dollar impact, a study by the Rocky Mountain Oil and Gas Assn. has showed.

The study, prepared by Charles Henning, Colorado division manager for the association, showed total production of oil and gas in the period 1950-59 was worth $1,249,879,963.

In a shorter period, from 1952 through 1959, it was estimated that the industry spent $1,135,500,000 in Colorado as payment for drilling, land acquisition, lease maintenance, geophysical work and other costs "incidental to industry operations short of marketing."

It was explained that the costs reflect work done in locating oil deposits which will return revenue for years in the future.

Taxes, Other Fees

In taxes and other fees paid the state, the study showed that from 1955 to 1959 a total of $17,340,869 in severance taxes was paid to the state; from 1950 to 1960 a total of $15,677,396 was paid to the State Land Board, and from 1950 to 1959 a total of $31,622,927 in royalties from federal lands was given to Colorado.

As of the first part of 1960, the survey showed, a total of 9,904 persons worked for oil industry firms which employed four or more persons in Colorado.

Their wages were estimated at $54,298,040 annually.

Henning said other estimates placed the total oil industry work force in Colorado at around 20,000.

The association study even included a survey of oil industry telephone directory listings in Denver as of 1950 and 1959. The listings jumped from 158 in 1950 to 951 in 1959.

Rio Blanco Leads

In a county-by-county tabulation among the state's 21 oil producing counties, Rio Blanco—where the Rangely Field is located—led in oil production by a wide margin.

Up to 1959 total production from that county was estimated at 325,984,191 barrels of oil.

The state's total oil production through 1959 was calculated at 551,892,732 barrels.

Rio Blanco County also leads the state in cumulative natural gas production with an estimated 333,335,522 million cubic feet produced through 1959. Total gas production for the state [illegible] estimated at

Electronics Firm Sets 1961 Start

Top officials of Hewlett-Packard Co., California-based electronics firm, released architect's sketches and a construction timetable this week on the $4.5 million electronics manufacturing complex at Loveland on which they will start work early in 1961.

David Packard, president, and William R. Hewlett, executive vice president, revealed their plans for Loveland in detail at ceremonies officially opening the firm's new Loveland division interim plant.

They said three huge buildings to cost $1.5 million each will be built consecutively on the 84-acre site in the southwest Loveland industrial park Hewlett-Packard has purchased.

Packard said the company plans to move into the first permanent factory in the first quarter of 1962.

Work Scheduled

Work then will start on Building 2, he said. The final building will be needed by the time the second is finished if the company's anticipated growth is achieved.

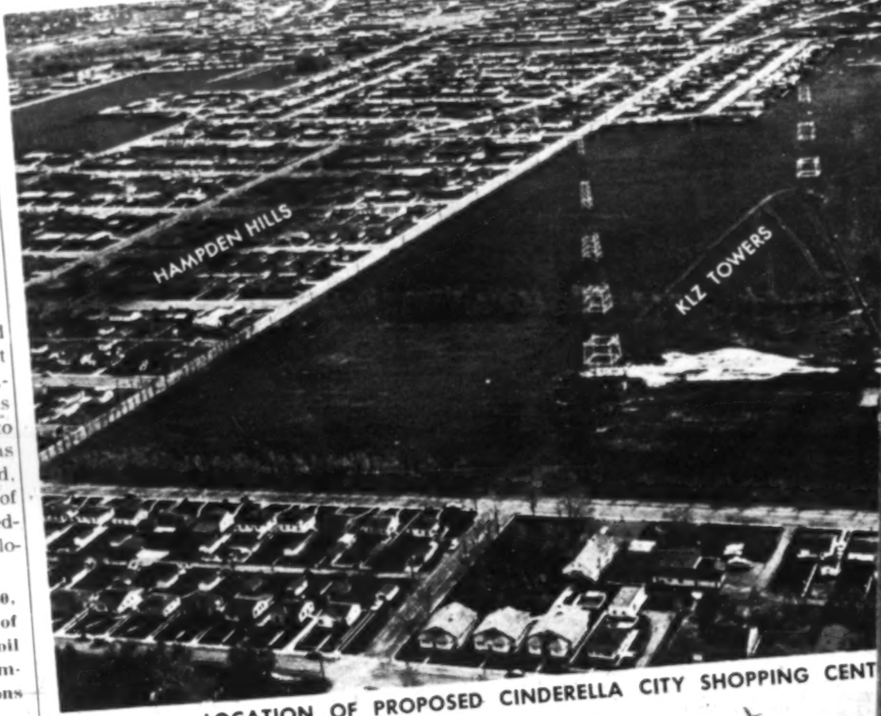
The interim factory of 12,800 square feet now is turning out transistorized power supply units and both transistorized and vacuum tube voltmeters.

This department will move into the new factory early in 1962, Hewlett said, and the tilt-up concrete slab interim building will be taken over by a subsidiary of the electronics test equipment manufacturing concern.

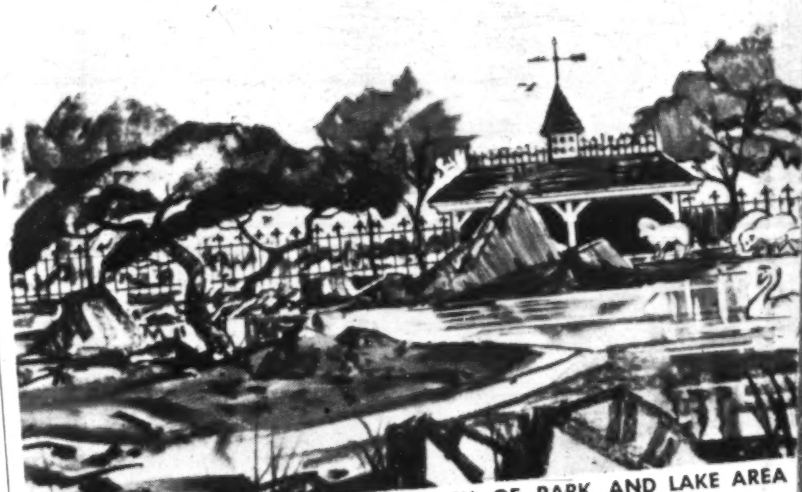
The interim building at Mason St. and Lincoln Ave. in Loveland was built on a 7.2-acre site at a cost of $350,000.

Packard said completion of the

Multi-Million Shopping



LOCATION OF PROPOSED CINDERELLA CITY SHOPPING CENT



ARCHITECT'S SKETCH OF PARK AND LAKE AREA

Denver Suburb Sets $25 Million Industry Area

The first step toward a new $25 million industrial village in Commerce Town was taken Monday night when the Commerce Town planning board

CINDERELLA CITY

New Shop C Planned in D

By WILLARD HASELBUS
Denver Post Business News

dollar shopping

26 Pct.

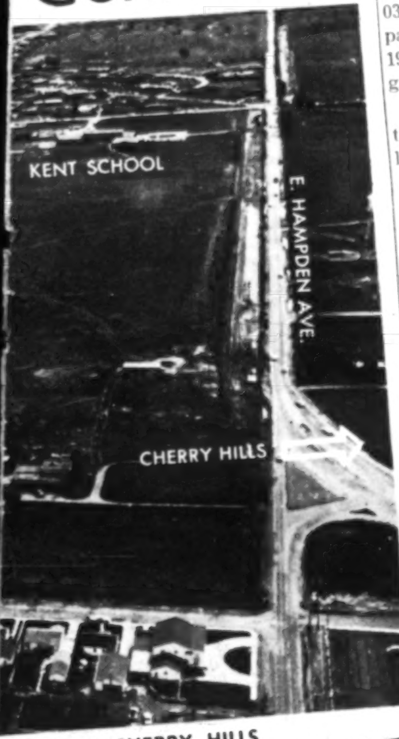
NAL EDITION

OST

npire

5 Cents, 56 Pages

Center



ER, NEAR CHERRY HILLS

PLANNED FOR CENTER

Center

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Editor

center without

August Total $48,598,542

Mortgage loans for new construction and financing homes in the Denver metropolitan area during August exceeded a year ago by $10,147,673, or 26.3 pct.

Figures released by Lloyd Hughes, president of the Record Abstract & Title Insurance Co., showed a total of $48,598,542 written by mortgage lenders for the four-county area.

Hughes said the number of loans also exceeded 1959, with 3,580 loans during the month compared with 2,860 in August, 1959—an increase of 25.1 pct.

Jefferson County was the leader in gains for dollar value of mortgage financing, with $13,033,736 loaned this August, compared with $8,131,071 for the 1959 month—a whopping 60 pct. gain.

The county recorded 930 loans this year, compared with 593 last—up 56.8 pct.

Denver County also registered gains. Dollar value was up 35 pct. from $13,363,612 last year to $18,044,762 this year. The number of loans also was up 1,314 this year compared with 1,103 in August, 1959, an increase of 19.1 pct.

Arapahoe County also gained. Dollar value increased from $8,567,091 last year to $9,683,496 this year, up 13 pct. The number of loans was up 8.6 pct. from 628 last year to 682 this year.

Here's the "Box Score" of Denver mortgage lenders for August:

	No. Loans	Dollar Value
First Nat. Bank of Denver	22	$2,594,900
Mtge. Investments Co.	175	2,536,598
Industrial Federal Savings & Loan Assn. ...	159	2,162,830
Empire Savings Building & Loan Assn.	67	2,041,500
Kassler & Co. ...	84	1,574,325
Majestic Savings & Loan Assn.	67	1,440,217
Van Schaack & Co.	85	1,423,862
First Federal Savings & Loan Assn.	96	1,251,315
Mid. Fed. Sav. & Loan		

Ford Unit Grants DU $5 Million

The University of Denver Saturday was awarded a $5 million grant by the Ford Foundation.

The grant to DU is part of a $46 million special program in education "to assist institutions in different parts of the country to reach . . . a wholly new level of academic excellence, administrative effectiveness and financial support," according to Henry T. Heald, foundation president.

Four other recipients are Stanford University, Palo Alto, Calif., $25 million; Johns Hopkins University, Baltimore, Md., and Notre Dame University, South Bend, Ind., $6 million each and Vanderbilt University, Nashville, Tenn., $4 million.

In announcing the $46 million program, Heald indicated there may be later additional grants to the five privately supported universities.

Terms of the grants require the universities to raise a total of $117 million from private sources to match the Ford Foundation funds.

DU, Johns Hopkins, Notre Dame and Vanderbilt must raise two dollars for each Ford dollar during the next three years. Stanford must match Ford funds

move

of still greater academic achievement tomorrow," Alter said.

He said DU's board of trustees has agreed to raise matching funds, which cannot include from Ford Foundation

Bank Cl In Denver N Record Figure

Bank clearings, important indicator of business activity, hit the second highest volume in the city's financial history during the week ending Tuesday, Paul Mead, clearing house manager, reports.

The total was $263,439,847

C. De

Monday.

Publisher Arthur Ballantine Jr. said the Durango Herald had decided to return exclusively to the daily field and publish a local daily newspaper of interest throughout southwest Colorado.

Ballantines

sell the nation's

3rd fastest growing

major market

through

one of America's

great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily	256,175
Sunday	337,654
Empire Magazine and Comics .	360,009
A. B. C. Publisher's Statement	March 31, 1960

few papers anywhere cover their home city and trade area as effectively as the Denver Post

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Libby, McNeill Names Verbeke, Gibson, Lippman, Griffith

Libby, McNeill & Libby, Chicago, has appointed A. O. Verbeke, vp and director, to the newly created post of general manager and marketing officer of the company's new eastern division for canned foods. R. L. Gibson Jr., vp, formerly in charge of the California Fruits division, has been named general manager and marketing officer of the newly formed western division.

At the same time, C. C. Lippman, formerly manager of canned vegetable sales, has been named director of marketing of the eastern division and R. L. Griffith, formerly manager of canned fruits sales in the California fruits division, will direct marketing operations of the western division.

OE 20 M=
500,000,000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

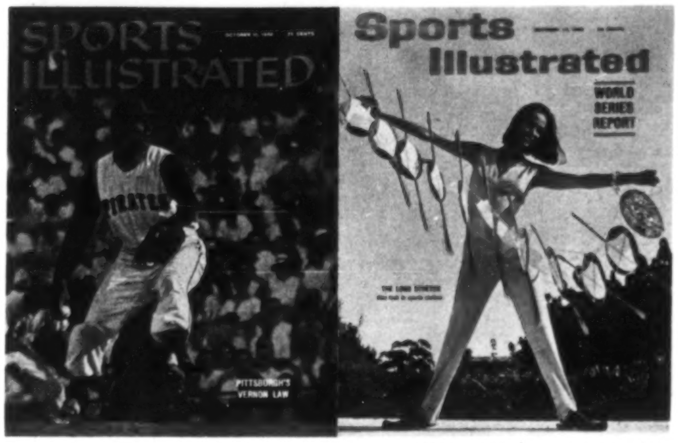
Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC
World Headquarters WILLOW GROVE, PENNSYLVANIA

Standard Oil (Indiana) Names Hunt, Rauch, Hart

Standard Oil Co. (Indiana), Chicago, has appointed Raymond J. Hunt supervisor of market development in the U.S. and Canada. He was formerly administrative manager of the northwest sales region. Jorn C. Rauch has been appointed supervisor of marketing development related to Standard's operating companies, and Henry J. Hart has been appointed supervisor of market research. Mr. Rauch was formerly district manager in the central sales region at Chicago and Mr. Hart was formerly section director of market research in the general sales office department at Chicago.

Brown Adds 3 Radio Stations

Clarke Brown Co., Dallas, has been appointed southern representative for WCKR, Miami; KANS, Kansas City; and WHIS-AM, Bluefield, W. Va.



LOGO LIGHTER—*Sports Illustrated, effective with its Oct. 17 issue, has changed its familiar logotype —shown with the ball player—to the smaller, lighter logo like the one on the right.*

Ad Industry's Fate Depends Upon Tax Decision: Value Line

NEW YORK, Oct. 18—The advertising industry and its media will survive in their present form only if they repel the onslaught of public criticism and ward off an advertising tax.

Specifically, their survival depends upon their success in convincing the public that comparisons between advertising and educational expenditures are no more significant than comparisons between outlays for food and education.

That's the verdict of the business analysts of the "Value Line Investment Survey" published by Arnold Bernhard & Co.

"The imposition of taxes and/or other restrictions would certainly curtail advertising volume. Competition for the remaining business would increase. Profit margins would shrink even further," the analysts warned.

■ On the assumption that no political penalties will be imposed, the survey predicted total advertising outlays of $15 billion in the next three to five years.

At present, magazines continue to improve their competitive position among advertising media, the survey said. In the first seven months of 1960, their ad revenues scored a year-to-year gain of 15%, although total ad outlays rose less than 10%.

Profits are not keeping pace with sales, however, the analysts found. Because of severe competition among themselves and with other media, magazine publishers have not raised ad rates enough to offset increased costs, the survey said, predicting that pressure on margins would probably remain a problem in the year ahead. #

Sudler & Hennessey Adds Jens Risom, Names Mills

Sudler & Hennessey, New York, has been named to handle advertising for Jens Risom Design, New York, designer and manufacturer of Risom contemporary furniture. The account, which will bill about $200,000, formerly was with John Kanelous Inc., New York.

Sudler & Hennessey also has named Ed Mills, formerly advertising director of Denver Chemical Mfg. Co., an account executive.

Canada Packers Buys Messer

Canada Packers Ltd., Toronto, has purchased 39-week sponsorship of the "Don Messer Show" on the Canadian Broadcasting Co. radio network to advertise its Domestic shortening. Cockfield, Brown & Co., Toronto, is the agency.

PHIL SILVERS, CBS-TV STAR

Loaded with it? No? Then here's a rich idea that could get you a hatful. Suggest to the boss that, as the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for *less*. By specifying Consolidated Enamel Printing Papers for bulletins, sales folders and other printed pieces, he'll cut costs without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then get yourself a money belt.

Available only through your Consolidated Paper Merchant

Consolidated
WORLD'S LARGEST SPECIALIST
IN ENAMEL PRINTING PAPERS
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

ACME

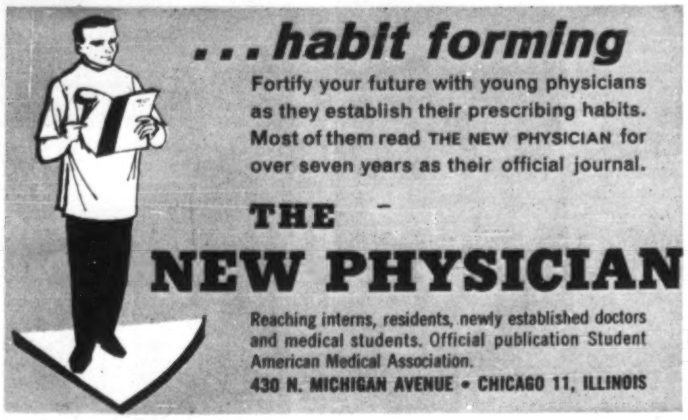
is in the Post. Here's Why!

Acme's one of the country's biggest — and smartest — food chain merchandisers — with annual sales over $880 million. They keep their lead with hard-hitting, creative marketing methods. And now Acme is a Post advertiser exclusive in the general-weekly field — along with Colonial Stores, First National Stores, Food Fair, Kroger, Super Valu and Winn-Dixie. Why did Acme pick the Post? ■ They know their best customers read the Post. (The Post sells three times as many copies on food store magazine racks as the other big weekly!) ■ They know the Post packs local impact — the kind that moves goods and builds brand names. ■ They know Post families are large, growing families who like to buy in *volume.* ■ They know the Post is a top favorite in the $4,000-and-over households that spend two-thirds of all durable and package goods dollars. ■ They know people *believe* what they read in the Post . . . and *buy* what they believe in! ■ They know more major supermarket operators advertise in the Post than in any other consumer magazine. All good reasons why more and more package goods manufacturers are telling their stories side by side with their best customers — top food chains — in The Saturday Evening Post!

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST — THE HI-FREQUENCY WEEKLY!


. . . habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

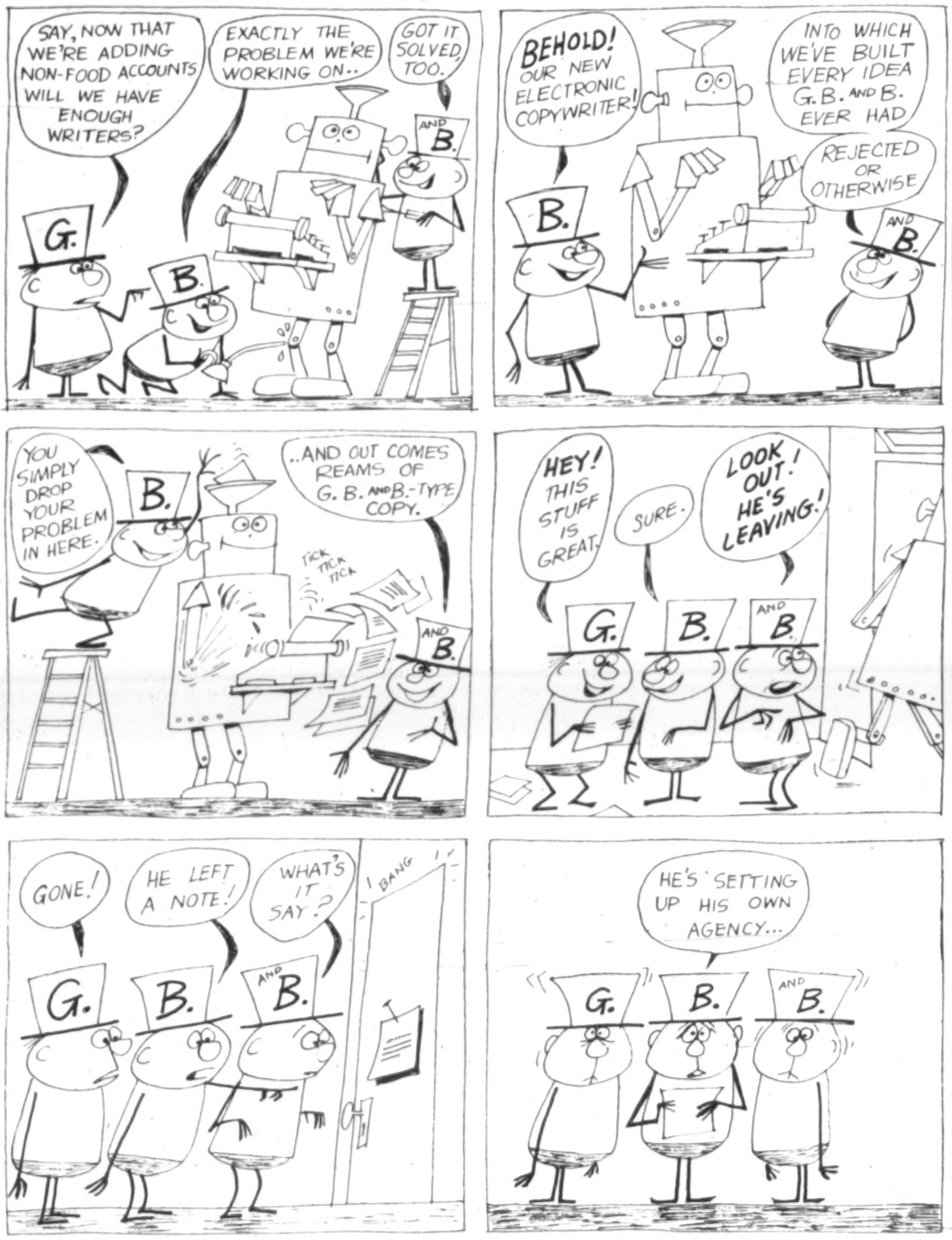
Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

Wilson Hileman Burrell Staudt Burton

STUDENT GUESTS—*The St. Louis council brought student guests to the central region meeting of the American Assn. of Advertising Agencies in Chicago. Accompanying Don G. Hileman of Southern Illinois University and A. M. Burrell of Gardner Advertising Co. are students Ken Wilson, Southern Illinois, James Staudt, University of Missouri, and Robert Burton, Washington University in St. Louis.*

CREATIVAC (ONE OF A SERIES OF NIGHTMARES AT GUILD, BASCOM AND BONFIGLI INC.- ADVERTISING SAN FRANCISCO - LOS ANGELES - NEW YORK - SEATTLE)


SAY, NOW THAT WE'RE ADDING NON-FOOD ACCOUNTS WILL WE HAVE ENOUGH WRITERS?
EXACTLY THE PROBLEM WE'RE WORKING ON..
GOT IT SOLVED, TOO.
G.
B.
AND B.
BEHOLD! OUR NEW ELECTRONIC COPYWRITER!
INTO WHICH WE'VE BUILT EVERY IDEA G.B. AND B. EVER HAD
REJECTED OR OTHERWISE
YOU SIMPLY DROP YOUR PROBLEM IN HERE.
..AND OUT COMES REAMS OF G. B. AND B.-TYPE COPY.
TICK TICK TICK
HEY! THIS STUFF IS GREAT.
SURE.
LOOK OUT! HE'S LEAVING!
GONE!
HE LEFT A NOTE!
WHAT'S IT SAY?
BANG
HE'S SETTING UP HIS OWN AGENCY...

LUCKILY G. B. AND B. HAS JUST RECENTLY BEEN APPOINTED BY THREE NON-FOOD ACCOUNTS: PACIFIC TELEPHONE/NORTHWEST, REMINGTON RAND SYSTEMS AND ELDON UNGAR TOYS. THESE THREE JOIN OUR MORE EDIBLE STABLE OF PRODUCTS SUCH AS: SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MARY ELLEN'S JAMS AND JELLIES, MOTHER'S COOKIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, HEIDELBERG AND CARLING BLACK LABEL BEER ... PLUS THE SOMEWHAT LESS EDIBLE DEMOCRATIC NATIONAL COMMITTEE, MUTUAL OF OMAHA INSURANCE, SHINA DISH DETERGENT, DEXOL BLEACH, PERFEX CLEANER AND SPRING RAIN WATER SOFTENER.

Guild Bascom and Bonfigli advertising

At Central Four A's . . .

'Great Ideas' May Characterize Agencies in the Future: Peterson

Bell & Howell Exec Sees Marketing Orientation Giving Way to Creativity

CHICAGO, Oct. 18—The next decade may see advertising agencies become less concerned with marketing and more concerned with "great ideas," according to Peter G. Peterson, exec vp of Bell & Howell.

"If the successful agencies of the '50s were characterized as marketing oriented, sound, comprehensive, thorough, analytical, I believe the great agencies of the '60s are more likely to be described as daring, creative, bold, venturesome," he told the central region meeting of the American Assn. of Advertising Agencies last week (AA, Oct. 17).

The reason for the shift, Mr. Peterson says, lies in a growth of confidence in advertising by business management.

■ He noted that in the last decade management has become more concerned with advertising because of its growing share of the total budget and their own awareness of its importance.

"When top management people with manufacturing, financial and technical backgrounds really brushed up against the arty and mysterious world of advertising for the first time," he said, "their natural inclination was to think in terms of how to analyze advertising, how to control it, how to make it accountable, how to avoid making mistakes.

"It is in this atmosphere that much of what passed in the '50s under the marketing concept and the advertising agency was formulated," Mr. Peterson told the group.

■ "Some of the most intuitive advertising agency executives sensed that if they could talk to top management under the umbrella of the marketing concept, the definition of objectives, the analysis and measurement of results, etc., they could minimize management's basic sense of insecurity about advertising and establish that precious thing that is so hard to establish—namely, empathy, rapport, or in more practical terms, how to get business and how to keep it."

Mr. Peterson said, however, that as managements have spent more and more time with advertising, they have begun to lose their sense of insecurity about it. "They are beginning to understand that no one can really know very much about advertising or what really sells products; that the sum of a really integrated marketing effort is a great deal more than the sum of its parts; that a kind of mystical synthesis takes place.

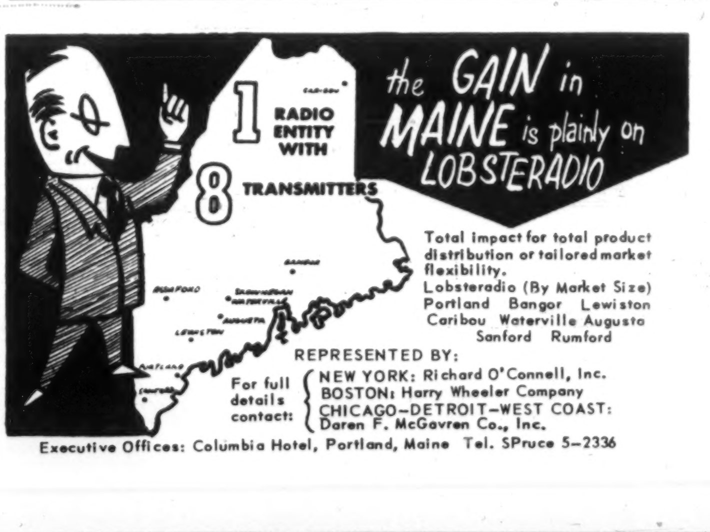
■ "I believe that ultimately more and more managements will come to appraise their agencies on how they fill this growing need for the exciting, the bold, the different ideas that sell products," he said.

In this atmosphere, the role of analysis and research in an agency "will be less to structure, formalize and measure, and more to be a positive force in a creative team that ends up with a simple product—great ideas."

■ Harry Harding, an exec vp of Young & Rubicam, New York, told one Four A's session that "creating the kind of advertising that will make people buy is the foremost responsibility of advertising agencies," and asserted that "advertising people should be proud of this and proud of the part advertising is playing in helping consumers lead a better life."

He took issue with charges that

(Continued on Page 66)



the GAIN in MAINE is plainly on LOBSTERADIO

Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford

REPRESENTED BY:

For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST: Daren F. McGavren Co., Inc.

Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5–2336

COLONIAL STORES

are in the Post. Here's why!

Colonial is one of the nation's leading food chains – annual sales top the $450 million mark! They're experts at making goods move. And when they wanted to tell people about low prices, friendliness, quality – Colonial Stores picked the Post *exclusively in the general-weekly field* (along with Acme, First National Stores, Food Fair, Kroger, Super Valu and Winn-Dixie). Here's why: ■ They know their best customers read the Post. (The Post outsells the other big weekly in food stores by three to one!) ■ They know the Post has local impact – the kind that moves goods and builds brand names. ■ They know Post families are large, growing families who buy in *volume.* ■ They know the Post is a hit in the $4,000-plus households that spend two-thirds of all durable and package goods dollars. ■ They know people *believe* what they read in the Post... and *buy* what they believe in! ■ They know more major supermarket operators advertise in the Post than in any other consumer magazine. So because package goods are *your* business, tell your story alongside one of your best customers–Colonial Stores–in The Saturday Evening Post!

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST–THE HI-FREQUENCY WEEKLY!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

At Central Four A's . . .

advertising's "hidden persuaders" were "stampeding" people into buying new things by creating wants, and eventually needs, where no need existed before.

Business Opportunities
Manufacturers who wish volume sales to the growing equipment rental industry. If you are not aware of "Tomorrow's Market," please write RENTAL YARD REGISTER, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103.

"People have always had to be persuaded with skill and persistence by the more imaginative and adventurous among them," Mr. Harding said. "The persuaders have had to overcome tradition, habit, fear, suspicion, religious taboos and, the more stubborn of all, inertia.

"That's why I am proud to be a persuader."

Charles F. Adams, exec vp of MacManus, John & Adams and director of media relations for the east central region of Four A's, described a study of agency-media relations made in Detroit, but said results would not be disclosed until the east central regional meeting Nov. 30.

He alluded to the results, however, by suggesting areas of the agency-client relationship which might be investigated by other regions. He indicated media representatives voiced complaints over waiting-room procedures in agencies, and that reps were not always aware of the relative decision-making importance of agency personnel.

Mr. Adams also indicated that media people were often unaware of the timing of media decisions in agencies, leading to presentations being made too late.

■ A good creative picture for advertising purposes "must be the net result of not only vision, but perception and organization and, mostly, its purpose," said Albert Dorne, president of Famous Artists School, Westport, Conn.

"The artist or photographer who is committed to communicate to an audience through a picture must know and recognize the boundaries for his creative effort so that he does not go beyond the frame of reference of his audience," he told a session on "the art of appealing to people."

He told the agency people that repeated agency and client conferences concerning an advertising idea usually precede the point at which the layout is turned over to an artist, "who is asked to breathe vitality and imagination into an organization product that may have had creative possibilities in its early concept, but which were lost in the routine of conferences and compromise."

He urged that the artists and photographers be allowed to take part in the early development of an ad, "and then have the guts to give them their creative heads and insist on an objective but creative solution of your picture problem. And when you get it, respect it. The important thing is to know it when you see it, and not confuse it with a new variation of an artistic mannerism or technique."

■ Another speaker at the session, Sol Hurok, impresario and producer, said advertisers were missing a bet in not sponsoring presentations of ballet and other cultural fare on television.

"There are too many blood shows on tv," he charged. "But there is an audience for the better things."

Mr. Hurok said cultural entertainment has trouble finding its way onto tv simply because advertisers are not interested. "Agencies are the ones who must lead the sponsors," he said. "Help us build constructive programs to build a better cultural life in the U.S."

■ Stanley Kramer, movie producer and director, told the audience that some of his controversial "message" pictures ("On the Beach," "Caine Mutiny," "Defiant Ones") were designed not necessarily to change an opinion, but to get people to realize, "I never thought of it that way before."

He said that films showing America's shortcomings, such as racial strife, give us a boost in foreign markets because audiences realize that the freedom to make such pictures does not even exist in totalitarian societies.

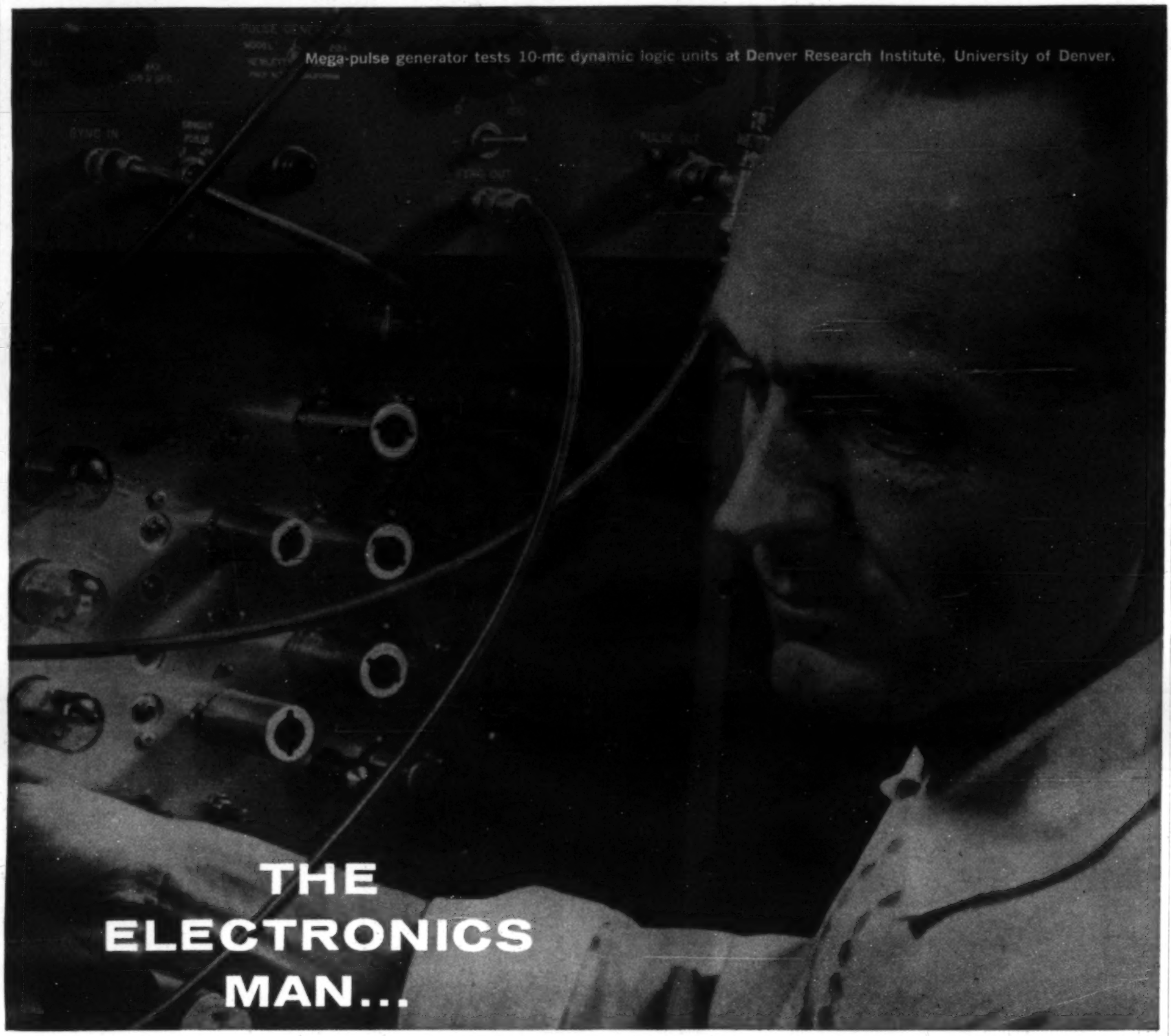
■ Herbert Mayes, editor of *McCall's*, described his formula for presenting information on food and fashions:

"We try to make the reader see everyday food through new eyes," he said. "We want the reader to say, 'Why, I can do that myself!' "

Fashions, like food, must be presented appealingly, he said. "Never assume that anything is too good for a mass audience." #

Sargent Rejoins Scott

Lou E. Sargent has rejoined R. Jack Scott Inc., Chicago, as director of marketing and merchandising. He formerly was exec vp of Fleetwood Co.


Mega-pulse generator tests 10-mc dynamic logic units at Denver Research Institute, University of Denver.
THE ELECTRONICS MAN...

HE BUYS DIFFERENTLY

If you sell to the electronics industry, you will be more successful if you understand *exactly* how electronic products and services are bought.

You can see at any purchasing meeting how the electronics industry differs from most—It's in the conversation! The President may discuss the fine points of circuit design with the research engineer. The production engineer may suggest a choice of components to the design man. The difference is that men from areas of management, design, production and use can and do influence purchase of electronic suppliers.

Look at the badge that identifies the electronics man. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

Only **electronics** is specially edited each week to reach, interest and influence the electronics man . . . whatever his title. If you have something to sell the electronics industry—it pays to advertise in **electronics.**

THE ELECTRONICS MAN
"BUYS" WHAT HE READS IN...

electronics ABC ABP

A McGraw-Hill Publication, 330 W. 42 St., New York 36, N.Y.

IDENTIFICATION
electronics
R
D
P
M
6XK-5XKW
S
Q

TABLOIDS
Dealer Imprinting
Our Specialty
Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS
SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

FIRST NATIONAL STORES

are in the Post. Here's why!

First National is a top food chain marketer — with annual sales over $525 million! How do they keep on top? Powerhouse selling. Quick turnover. Crack merchandising. *And First National advertises exclusively in the Post in the general-weekly field* — along with Acme, Colonial Stores, Food Fair, Kroger, Super Valu and Winn-Dixie. Here's why: ■ They know their best customers read the Post. (The Post outsells the other big weekly in food stores by a three-to-one margin!) ■ They know the Post packs local impact — the kind that moves goods and builds brand names. ■ They know Post families are large, growing families who buy in *volume*. ■ They know the Post is a hit in the $4,000-and-over households that spend two-thirds of all durable and package goods dollars. ■ They know people *believe* what they read in the Post . . . and *buy* what they believe in! ■ They know more major supermarket operators advertise in the Post than in any other consumer magazine. Want to make *your* package goods move? Put 'em side by side with one of your top customers — First National — in The Saturday Evening Post!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST — THE HI-FREQUENCY WEEKLY!

when anyone who influences media selection chooses

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

The Modern Hospital

he has

documented evidence

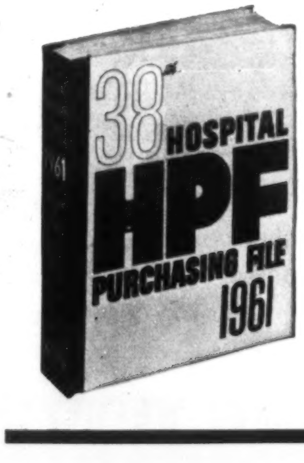
of these factors:

1. The only inducement-free subscription circulation in the market.
2. Coverage of 84.7% of the market, 88.5% of the over-100 bed sector of the market.
3. Readership (documented by a continuing study of readership including more than 10% of the total audience in each twelve-month period).
4. Penetration of the market: verified pass-along (internally controlled) distribution.
5. A monthly frequency—preferred among hospital administrators by a margin of six to one—offering advertising continuity with economy.
6. Demonstrable advertising readership and action.
7. Superior editorial service provided by professional journalists and outstanding authorities in the field.
8. Editorial scope suited to all the needs and interests of its audience, balanced for maximum total impact.
9. For forty-seven years unchallenged leadership in advertising patronage.
10. Overwhelming evidence of preference among hospitals and hospital executive personnel for their own advertising (classified) through which they communicate with each other in search of personnel and employment.

Ask The Modern Hospital representative to show you the documents—or write direct.

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of
F. W. DODGE
CORPORATION



File hospital product information here

SINCE 1919, HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now going to press. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

Consumer Conservative, Sane; Slows Economic Fluctuations, Katona Says

BOSTON, Oct. 19—Vance Packard notwithstanding, the American consumer may not be "manipulated" enough.

This was an idea tossed out today at the Boston Conference on Distribution by George Katona, program director of the University of Michigan's survey research center and author of "The Powerful Consumer" (McGraw-Hill).

Arguments that "the masses of consumers are uninformed, suggestible, subject to manipulation and therefore inclined to excessive behavior," he said, were not proved in studies by his research center in the past 12 years. These studies, said Dr. Katona, indicated rather that "consumers are inherently conservative and sane and that the unorganized masses are more resistant to the spread and exaggeration of rumors than cohesive groups."

■ "Consumers," he added, "are less aware of what other consumers do than business leaders are of their competitors, whose actions they watch and often follow. In sum, the errors of overexuberance during a boom and overcaution during a depression are more characteristic of business action than of consumer action."

Consumers do sometimes go overboard, he indicated, but in general they are guided by certain fairly stable features:

- In time, people are satiated with good news as well as with bad news.
- Levels of aspiration are only slightly above levels of achievement. Achievement does not fully satisfy people. They want a little more income, a few additional goods, a somewhat better house.
- People change their convictions slowly. Such broad generalizations as "inflation is bad," "what goes up must come down," "trees don't grow to heaven" are inherently conservative. Because of such beliefs, people react to inflationary news by restricting their discretionary purchases.
- Consumers are conservative. People like to buy on time and look at the amount of monthly payments rather than the size of the carrying charges. They calculate the size of the monthly payment they can afford to make. This serves as an effective budgetary device restraining impulse buying.

■ Mr. Katona called today's "much maligned, often misunderstood and unorganized consumer" a stabilizing force in the economy.

Describing the consumer as conservative and sane, Mr. Katona added that he helps to lessen the scope of economic fluctations and to reduce inflationary pressures.

During the past few years, Mr. Katona continued, the consumer has not been getting a good press. "It has been frequently and persuasively argued that the consumer exercises his influence in a socially undesirable manner.

"It has been deplored that consumers choose gadgets rather than books. Or spend more on liquor and cosmetics rather than on health and education. Furthermore, it has been said that, under the influence of consumers, our society as a whole devotes an unduly great share of its resources to consumer goods."

■ He called all these criticisms old hat. "There have been, of course, few periods in history in which consumer choices were not deplored by social critics. That America wastes its resources is an old argument.

"Conspicuous consumption and luxurious living by the rich were criticized especially toward the end of the last and the beginning of this century.

"The standard of living we have is not good enough for most of us," he declared. "We desire more and better goods and services and strive for them. Should we deplore this? Or should we recognize that in people's wanting more and better things lies one of the most powerful incentives to work hard and to stimulate production, efficiency and economic growth?"

■ Whose responsibility then should it be to improve the allocation of the national resources? "On the one hand the consumer, or the consumption orientation and thing-mindedness of the American people, are blamed. On the other hand, we are told the consumer is a puppet, manipulated by marketers, advertisers and even hidden persuaders."

Influence, however, is never a one-way process, he said, and if we are dissatisfied with the way the pie is divided we should blame both consumers and business.

The solution lies in the process of "manipulation," he suggested. "The goals held in highest esteem by the American people are susceptible to change. Maybe the consumer is not 'manipulated' enough." #

Electric Storage to Meldrum

The automotive division of Electric Storage Battery Co., Cleveland, manufacturer of Exide, Grant and Willard batteries, has appointed Meldrum & Fewsmith, Cleveland, to handle its advertising. Batten, Barton, Durstine & Osborn, Cleveland, is the former agency of record for Exide.

Brenten Names Black, Little

The Brenten Organization, operating employment agencies in Newark, Montclair and Rutherford, N.J., has named Black, Little & Co., Newark, as its agency, a first appointment.

Your Ad Headquarters in Chicago
Executive House®
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

FOOD FAIR

is in the Post. Here's why!

Food Fair is one of the largest food chains in the business. (Annual sales total over $770 million.) They're experts in moving merchandise — and moving it *fast!* And when Food Fair wanted to talk to the right people about their friendliness, quality and price advantage, they did their talking exclusively in The Saturday Evening Post in the general-weekly field (along with Acme, Colonial Stores, First National Stores, Kroger, Super Valu and Winn-Dixie). Why? Five big reasons! **1:** They know their best customers read the Post. (The Post sells three times as many copies in food stores as the other big weekly.) **2:** They know the Post packs local impact — the kind that moves goods and builds brand names. **3:** They know Post families are large, growing families—higher-income families, too. (The kind of families who spend two-thirds of all durable and package goods dollars.) **4:** They know people *believe* what they read in the Post — and *buy* what they believe in! **5:** They know more major supermarket operators advertise in The Saturday Evening Post than in any other consumer magazine. So, package goods manufacturers, take note: Tell *your* story side by side with one of your best customers — Food Fair — in the pages of The Saturday Evening Post!

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY

October Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (September)

	Pages				Lines			
	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959
†Commonweal	18.3	10.2	147.7	143.7	7,686	4,284	62,034	60,354
Cue	87.8	61.3	663.4	581.1	37,680	26,311	284,621	249,314
††Down Beat	66.3	31.4	419.4	392.6	27,860	13,202	176,176	163,750
Grit	22.7	24.8	208.1	238.7	22,732	24,751	208,115	238,683
Life	250.5	325.6	2,418.2	2,577.5	170,321	221,434	1,644,376	1,752,700
‡‡Look	112.7	151.1	1,120.7	997.8	76,629	102,728	762,069	678,490
Newsweek	237.6	266.8	2,121.0	2,171.0	99,792	112,056	890,820	911,820
§New Yorker	474.8	460.5	3,487.9	3,237.7	203,676	197,550	1,496,308	1,388,971
#National	468.2	451.1	3,420.3	3,157.8	200,871	193,505	1,467,324	1,354,693
#Sectional	23.4	33.6	240.3	280.6	10,017	14,448	103,065	120,398
Presbyterian Life	11.1	10.8	105.3	119.9	4,676	4,575	44,318	50,538
**The Reporter	60.0	23.8	308.1	171.2	25,188	9,988	129,432	71,909
Saturday Evening Post	189.9	239.8	2,054.2	1,976.5	129,161	163,058	1,396,865	1,344,007
Saturday Review	99.0	90.3	777.2	767.6	41,595	37,928	326,403	322,366
|||Sporting News	16.0	36.4	169.6	231.3	17,314	39,483	184,016	250,917
‡*Sports Illustrated	173.9	153.4	1,457.8	1,136.3	73,071	65,730	570,374	491,720
Time	253.3	241.1	2,190.5	2,085.8	106,377	101,273	920,018	876,036
TV Guide	59.5	63.9	457.7	421.2	10,824	11,635	83,274	76,639
U. S. News & World Report	222.9	225.3	2,076.0	1,938.0	93,618	94,626	871,920	814,086
Total Group	2,356.3	2,416.5	20,182.8	19,187.9	1,148,200	1,230,612	10,051,139	9,742,300

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for and including regional space. ‡Changed from 429-line page to 420-line page January 1960. †Five issues September 1960; four issues September 1959. ††Three issues September 1960; two issues September 1959. ‡‡Two issues September 1960; three issues September 1959. **Three issues September 1960; one issue September 1959. |||Four issues September 1960; five issues September 1959.

Women's

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
†Bride & Home	94.4	100.0	421.3	331.5	58,969	63,223	266,346	209,675
*†Bride's Magazine	151.2	140.6	722.1	697.8	95,533	88,878	456,367	441,016
Family Circle	57.1	49.5	467.3	420.7	24,496	21,236	200,471	180,481
Good Housekeeping	159.5	138.5	927.8	1,015.9	68,419	59,436	397,994	435,842
Ladies' Home Journal	98.4	107.3	789.3	890.5	66,901	72,932	536,700	605,512
McCall's	124.3	98.3	901.2	647.5	84,561	66,867	612,847	440,343
††Modern Bride	—	—	493.0	507.8	—	—	311,589	320,904
‡§Parents' Magazine:								
National Edition	107.9	114.8	681.8	646.1	46,266	49,264	292,472	277,153
Metropolitan New York Ed.	113.6	124.0	746.7	705.6	48,719	53,217	320,269	302,705
Pacific Mountain Edition	108.0	116.1	697.9	669.7	46,329	49,788	299,345	287,240
Seventeen	117.2	121.0	1,241.5	1,162.7	79,672	82,275	844,192	790,606
*Woman's Day	51.3	52.2	394.6	371.8	22,005	22,404	169,267	159,503
The Workbasket	50.1	48.1	381.2	384.3	9,825	9,424	74,707	75,325
Total Group	1,233.0	1,210.4	8,865.7	8,451.9	651,695	638,944	4,782,566	4,526,305

†Published quarterly. *Includes sectional linage prorated to circulation of regional editions. ††Published bi-monthly. §Includes Shopping Scout. ‡Figures include sectional linage.

General

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
American Artist	24.0	21.8	219.4	230.5	10,090	9,153	92,159	96,825
American Forests	35.6	44.8	187.0	171.2	14,952	18,816	78,540	71,854
American Legion	20.2	19.5	151.3	161.6	8,477	8,188	63,546	67,892
Argosy	26.4	28.7	192.4	231.5	11,338	12,327	82,556	98,330
Atlantic	57.0	50.8	430.6	358.5	23,932	21,310	180,844	150,608
Christian Herald	46.1	36.0	330.8	339.8	19,812	14,821	142,170	145,844
Columbia	14.7	17.5	99.5	119.0	6,185	7,360	41,800	50,026
Coronet	53.3	63.0	535.0	462.5	9,585	11,340	96,300	83,250
Cosmopolitan	30.6	24.3	246.1	236.9	13,128	10,432	105,566	101,670
Ebony	77.4	90.9	760.5	773.1	52,684	61,842	517,202	525,753
Elks Magazine	18.6	17.3	132.2	123.6	8,010	7,448	57,016	54,530
†Esquire	122.1	104.6	775.9	672.9	82,051	70,291	521,405	452,189
Extension	18.9	19.0	151.1	145.7	13,021	13,040	103,925	100,224
Flying	60.4	63.5	533.9	496.7	25,381	26,649	224,217	208,593
††Golf Digest	26.2	20.0	289.3	233.1	5,125	4,080	62,004	47,548
Gourmet	50.5	50.4	303.5	297.2	21,650	21,614	130,174	126,390
Grade Teacher	45.1	44.2	317.5	286.8	19,888	19,502	140,024	126,496
Harper's Magazine	51.8	55.5	399.4	335.2	21,763	23,305	167,753	140,765
High Fidelity	77.7	104.5	601.4	728.8	32,634	43,890	252,588	306,096
‡Hi Fi/Stereo Review	65.5	74.2	419.0	458.2	27,510	31,168	175,963	192,440
Holiday	108.8	101.5	983.5	874.6	73,968	69,016	668,801	594,756
Hot Rod	44.9	38.2	466.2	361.7	18,844	16,058	195,720	151,984
Improvement Era	30.8	24.9	254.8	247.3	12,956	10,449	106,996	103,882
Instructor	43.7	41.8	305.2	286.5	29,908	28,632	207,767	196,033
Kiwanis Magazine	9.4	12.3	77.6	87.9	3,966	5,173	32,285	36,899
Lion Magazine	14.0	13.5	100.2	100.6	5,964	5,741	42,683	42,843
Motor Boating	100.1	109.0	1,502.4	1,407.4	58,861	64,117	883,456	800,611
Motor Life	17.8	15.8	162.4	194.1	7,476	6,636	68,208	81,512
Motor Trend	21.5	23.3	230.8	264.7	9,044	9,772	96,992	109,944
National Geographic Magazine	40.3	42.8	453.6	405.6	9,580	10,175	107,552	96,097
Playboy	36.2	39.2	268.0	235.7	15,218	16,453	112,551	98,972
Popular Boating	68.0	48.8	872.6	764.2	39,919	28,718	513,106	449,361
Popular Photography	73.0	69.0	688.1	686.5	30,677	28,976	289,015	288,330
Promenade	28.5	29.8	187.9	185.5	12,227	12,589	80,616	79,347
Reader's Digest	95.0	70.0	698.1	741.0	17,294	12,740	127,058	134,862
Redbook	42.2	41.3	376.0	326.0	18,102	17,731	161,285	139,860
Road & Track	30.4	26.5	312.8	256.9	12,768	11,130	131,376	107,898
Rotarian	12.1	9.9	71.6	85.3	5,102	4,160	30,058	35,804
Sports Cars Illustrated	33.6	28.0	369.1	268.7	14,129	11,747	155,022	112,837
Today's Health	21.6	31.8	214.8	265.0	9,266	13,642	92,694	144,624
Together	13.7	11.5	101.2	103.7	5,887	4,929	43,471	44,743
Town & Country	126.4	128.2	760.0	717.0	79,899	81,089	480,991	453,137
True	42.7	45.8	278.3	316.3	18,339	19,642	119,399	135,707
V. F. W. Magazine	15.5	12.0	104.9	110.9	6,509	5,029	44,064	46,594
Yachting	101.2	97.5	1,391.7	1,252.6	59,506	57,330	818,320	736,529
Total Group	2,093.5	2,062.9	18,307.6	17,408.5	1,002,625	988,250	8,845,238	8,370,489

†Total represents national advertising plus sectional at reduced decimal equivalent. ††Changed from 204-line page to 196-line page March 1960. ‡Formerly Hi Fi Review.

Home

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
American Home	38.8	56.3	394.3	468.4	24,523	35,558	249,175	296,006
Antiques	76.9	67.0	631.7	592.9	22,600	19,698	185,716	174,318
†Better Homes & Gardens	95.8	118.8	823.6	880.3	60,515	75,055	520,525	556,337
Flower & Garden	22.0	21.8	351.4	312.6	9,255	9,144	147,605	131,272
Flower Grower	23.3	27.9	456.6	490.0	9,800	11,737	191,790	205,798
House & Garden	134.1	122.1	778.9	676.3	84,742	77,193	492,234	427,425
House Beautiful	173.6	208.9	962.1	984.1	109,721	132,059	608,039	621,974
†Living for Young Homemakers	95.4	123.9	646.9	670.1	60,269	78,304	408,856	423,500
Popular Gardening	26.3	25.2	456.0	454.1	11,048	10,566	191,526	190,725
Sunset Magazine	129.9	168.7	1,287.6	1,189.9	54,578	70,853	540,960	499,897
Total Group	816.1	940.6	6,789.1	6,718.7	447,051	520,167	3,536,426	3,527,252

†Includes sectional linage prorated to circulation of regional editions.

Fashion

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
*†Glamour	90.5	78.5	984.1	768.5	38,842	33,685	422,186	329,692
Harper's Bazaar	143.4	122.8	954.2	860.6	90,618	77,705	603,066	543,971
†Mademoiselle	79.8	60.2	901.5	789.6	34,239	25,846	386,725	338,746
Vogue	218.8	174.2	1,569.0	1,316.3	138,275	110,122	991,629	831,901
Total Group	532.5	435.7	4,408.8	3,735.0	301,974	247,358	2,403,606	2,044,310

†Includes sectional linage prorated to circulation of regional editions. *Charm incorporated with Glamour November 1959.

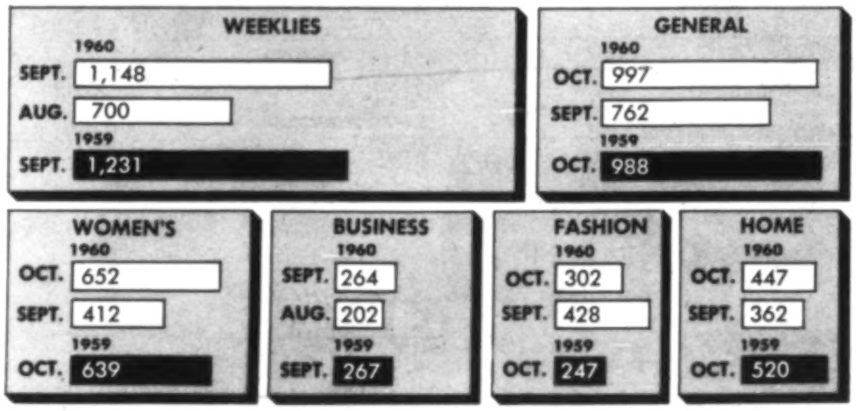
Movie-Romance-Radio-TV

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
†Dell Modern Group:								
Modern Romances	25.9	35.8	258.0	268.1	11,100	15,344	110,684	115,025
Modern Screen	16.6	19.7	166.2	172.7	7,103	8,456	71,308	74,083
Screen Stories	12.9	14.4	137.0	142.6	5,516	6,196	58,748	61,188
Fawcett Women's Group:								
Motion Picture	15.3	14.0	144.1	145.2	6,569	6,005	61,828	62,299
True Confessions	24.7	24.5	233.9	231.0	10,577	10,498	100,361	99,097
Hillman Romance Group	2.9	4.9	38.4	42.6	1,259	2,106	16,684	18,455
Hillman Women's Group	18.4	18.3	191.8	178.0	7,930	7,886	82,541	76,590
Ideal Women's Group:								
Intimate Story	25.4	25.0	252.0	224.7	10,899	10,718	108,126	96,384
Movie Life	21.3	22.5	252.0	225.2	9,118	9,647	103,087	96,613
Movie Star TV Close-Ups	21.1	22.6	244.6	223.0	9,047	9,682	104,936	95,680
Personal Romances	24.4	25.2	251.0	226.7	10,483	10,819	107,700	97,235
TV Star Parade	21.2	20.3	216.3	202.1	9,089	8,691	92,800	86,694
Secrets Romance Group:								
Revealing Romances	22.0	23.8	196.2	205.2	9,429	10,233	84,207	88,059
Confidential Confessions	22.0	23.5	196.2	192.0	9,429	10,100	84,193	82,383
Daring Romances	22.0	23.5	196.2	186.1	9,429	10,100	84,193	79,844
Secrets	22.0	23.8	196.2	205.2	9,429	10,233	84,207	88,045
True Story Women's Group:								
Photoplay	22.1	28.6	231.6	285.2	9,474	12,253	99,358	122,365
True Experience	12.8	20.0	130.5	162.1	5,505	8,588	55,994	69,560
True Love	13.4	20.3	131.4	163.6	5,760	8,709	56,390	70,180
True Romance	12.8	19.9	130.0	164.1	5,498	8,535	55,769	70,417
True Story	53.5	61.6	491.6	525.7	22,952	26,411	210,878	225,534
TV-Radio Mirror	10.3	15.5	106.0	137.4	4,414	6,649	45,460	58,951
Total Group	443.0	507.7	4,391.2	4,508.5	190,009	217,859	1,879,452	1,934,681

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issues.

Magazine Linage Trend

Figures in Thousands



§Business (October)

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Dun's Review & Modern Industry	77.9	95.1	787.9	812.4	34,705	39,963	333,383	341,239
Fortune	210.2	190.0	1,850.7	1,579.7	132,878	120,080	1,169,674	998,402
Management Methods	66.1	56.1	531.9	447.3	27,762	23,562	223,398	187,866
Nation's Business	71.2	63.6	572.5	508.6	29,921	26,724	240,402	213,665
Total Group	425.4	404.8	3,743.0	3,348.0	225,266	210,329	1,966,857	1,741,172

§Because current month linage figures for several publications are not yet available this group is broken into an October and a September section.

Business (September)

	Pages				Lines			
	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959
Barron's	68.5	61.1	645.6	694.9	44,961	40,086	423,539	455,871
Business Week	422.3	440.2	3,625.6	3,431.5	177,362	184,901	1,522,765	1,441,243
Financial World	34.8	39.5	383.7	430.5	14,626	16,629	161,181	180,842
Forbes	64.5	59.4	520.1	502.9	27,091	24,949	218,419	211,206
Total Group	590.1	600.2	5,175.0	5,059.8	264,040	266,565	2,325,904	2,289,162

Farm Magazines

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	29.7	32.6	322.3	346.2	12,727	13,971	138,287	148,526
#Southwestern Edition	30.5	34.9	333.7	352.4	13,068	14,992	143,166	151,183
Average 2 Editions	30.0	33.5	326.8	348.6	12,860	14,369	140,187	149,562
Farm Journal: (mon)								
#Central Edition	95.0	103.3	842.8	859.5	40,741	44,300	361,543	368,725
#Eastern Edition	79.5	88.6	697.6	772.2	34,093	38,011	299,273	331,262
#Southeastern Edition	71.1	78.9	584.2	669.5	30,518	33,863	250,642	287,224
#Southwestern Edition	70.0	78.9	592.1	669.5	30,017	33,863	254,003	287,224
#Western Edition	95.0	93.9	726.4	823.4	40,742	40,298	311,633	353,230
Average 5 Editions	82.1	91.2	688.6	781.1	35,220	39,118	295,418	335,110
Progressive Farmer: (mon)								
#Carolina-Va. Edition	63.9	71.5	708.7	738.7	43,506	48,617	481,913	502,333
#Ga.-Ala.-Fla. Edition	63.4	68.7	711.1	733.6	43,118	46,742	483,508	498,850
#Ky.-Tenn.-W.Va. Edition	62.7	69.0	668.4	691.7	42,660	46,923	454,536	470,372
#Miss.-La.-Ark. Edition	61.2	63.3	659.7	703.3	41,616	43,076	448,631	478,254
#Texas Edition	63.7	67.0	684.5	729.8	43,345	45,557	465,457	496,286
Average 5 Editions	63.0	67.9	686.5	719.4	42,849	46,184	466,809	489,221
Successful Farming (mon)	72.7	83.8	712.5	786.3	32,703	37,728	320,625	353,852
Total Group	247.8	276.4	2,414.4	2,635.4	123,632	137,399	1,223,039	1,437,745

#Not included in totals.

Youth

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
American Girl	23.9	23.6	252.6	251.1	10,243	10,132	108,353	107,731
Boys' Life	27.7	23.2	273.3	272.7	18,855	15,741	185,882	185,493
Scholastic Magazines	45.8	49.3	349.2	324.7	19,248	20,699	146,612	136,381
Scholastic Roto	14.8	11.3	60.5	55.4	12,916	9,902	52,836	48,517
'Teen Magazine	15.3	11.5	157.7	74.1	6,412	4,844	66,178	31,192
Total Group	127.5	118.9	1,093.3	978.0	67,674	61,318	559,861	509,314

Mechanics & Science

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Mechanix Illustrated	71.8	75.5	652.6	685.8	16,084	16,907	146,179	153,608
Popular Electronics	51.4	70.0	487.1	567.3	11,523	15,689	109,117	127,064
Popular Mechanics	138.6	154.9	1,063.3	1,149.9	31,037	34,719	238,178	257,592
Popular Science	91.5	121.8	940.1	1,024.0	20,496	27,272	210,581	229,341
†Science & Mechanics	73.1	78.5	377.4	400.5	16,379	17,586	67,527	89,789
Total Group	426.4	500.7	2,674.5	3,827.5	95,519	112,173	771,582	857,394

†Published bi-monthly; figures shown are for September.

Outdoor & Sport

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
American Rifleman	58.3	65.0	514.1	525.6	24,998	27,919	220,553	225,502
Field & Stream	87.0	88.6	697.4	763.2	37,303	38,026	299,178	327,412
Fur-Fish-Game	25.4	27.4	219.3	224.7	10,908	11,749	94,068	96,464

(Continued on Page 72)

KROGER

is in the Post. Here's why!

Chain stores need to sell tons of goods — and sell 'em *fast!* They need powerhouse selling. Quick turnover. Topnotch merchandising. And Kroger — one of the leaders in the retail food business ($1.9 billion annual sales) — is one of the savviest. Why do they advertise in The Saturday Evening Post—along with Acme, Colonial Stores, First National Stores, Food Fair, Super Valu and Winn-Dixie? ■ They know their best customers read the Post. (The Post sells three times as many copies in food stores as the other big weekly.) ■ They know the Post packs local impact — the kind that moves goods and builds brand names. ■ They know Post families are big, growing families — higher-income families. (The kind of families who spend two-thirds of all durable and package goods dollars.) ■ They know people *believe* what they read in the Post . . . and people *buy* what they believe in! ■ They know more major supermarket operators advertise in the Post than in any other consumer magazine. So because *your* business is selling package goods, make it your business to tell your story as Kroger does — in The Saturday Evening Post!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Guns	42.4	35.3	272.0	243.2	18,190	15,144	116,700	104,333
Outdoor Life	90.3	78.6	685.3	707.5	38,722	33,706	293,976	303,527
Sports Afield	78.9	80.5	582.6	664.1	33,849	34,526	249,926	284,903
Total Group	382.3	375.4	2,970.7	3,128.3	163,970	161,070	1,274,401	1,342,141

Detective & Fiction

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Cavalier	17.1	21.7	200.9	174.3	7,338	9,289	86,184	74,777
Dell Men's Group	13.0	15.2	114.2	120.7	5,580	6,505	48,949	51,807
Thrilling Group	9.9	9.2	83.0	89.0	2,211	2,051	18,598	19,948
Total Group	40.0	46.1	398.1	384.0	15,129	17,845	153,731	146,532

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
The American Weekly	39.3	38.1	251.9	357.4	33,367	32,388	214,104	303,790
Family Weekly	48.7	46.8	384.8	438.5	41,389	39,758	327,061	372,767
Parade	79.3	62.2	542.1	615.6	67,411	52,843	460,779	523,332
This Week Magazine	108.1	90.7	711.7	748.4	91,901	77,051	604,964	636,108
Total Group	275.4	237.8	1,890.5	2,159.9	234,068	202,040	1,616,908	1,835,997

Newspaper Sections (II) (September)

(All other newspaper sections)

	Pages				Lines			
	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959
Chicago Tribune Magazine	204.3	141.9	1,475.2	1,345.0	173,635	120,644	1,253,932	1,143,285
New York Times Magazine	387.8	334.9	2,589.9	2,190.0	329,669	284,654	2,201,411	1,861,477
Philadelphia Inquirer	110.5	112.6	1,036.5	1,132.6	93,994	95,724	881,154	962,759
Total Group	702.6	589.4	5,101.6	4,667.6	46,676	597,298	4,336,497	3,967,521

Comics Magazines

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
American Comics Group	7.0	7.0	70.0	70.0	2,646	2,646	26,460	26,460
Archie Comic Group	7.0	7.0	35.5	35.8	2,646	2,646	13,422	13,532
Harvey Comics Group	8.0	8.5	81.0	82.5	3,024	3,213	30,618	31,185
National Comics Group:								
Blue Unit	6.5	6.5	51.5	62.5	2,457	2,457	19,467	23,625
Red Unit	5.5	6.5	52.0	64.0	2,079	2,457	19,656	24,192
Total Group	34.0	35.5	290.0	314.8	12,852	13,420	109,623	108,994

Canadian National Weekend Newspapers (Rotogravure Linage)

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
La Patrie	32.2	42.8	208.8	411.8	28,968	38,492	187,961	370,591
La Presse	111.4	111.1	825.6	841.5	100,555	100,078	743,042	757,391
§Perspectives	125.0	75.6	719.3	119.2	121,901	73,792	701,349	116,268
Star Weekly	132.3	123.7	880.4	918.3	115,705	108,243	773,963	803,487
Weekend Magazine	150.8	157.3	959.2	1,064.2	147,041	153,383	935,224	1,087,527
Total Group	551.7	510.5	3,593.3	3,355.0	514,170	473,988	3,341,539	3,085,264

†First published Sept. 12, 1959.

Canadian

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
†Canadian Homes	43.4	48.7	363.4	374.2	29,500	33,139	247,086	254,449
Chatelaine:								
Canadian Home Journal	90.7	87.4	648.8	616.4	61,701	59,402	441,158	419,155
Revue Moderne	46.9	——	46.9	——	31,882	——	31,882	——
Liberty	24.3	27.8	239.8	255.6	10,441	11,826	102,880	109,543
Maclean's	95.3	115.6	748.5	782.7	64,836	78,598	508,994	532,202
Reader's Digest:								
English Edition	147.0	122.8	978.8	876.8	26,754	22,341	178,133	159,569
French Edition	159.8	139.0	1,033.5	944.3	29,075	25,298	188,097	171,854
Revue Populaire	28.0	31.0	232.1	184.0	19,598	21,758	162,201	128,828
Samedi	15.8	13.7	148.1	167.1	11,090	9,621	103,706	117,000
Saturday Night	43.6	47.4	356.3	348.4	18,337	19,908	149,651	146,328
Time-Canadian	185.1	206.5	1,345.0	1,289.1	78,085	86,695	564,900	541,730
Total Group	651.2	586.0	4,439.9	4,201.1	284,877	261,983	1,964,137	1,892,600

NOTE: Revue Moderne discontinued publication with June 1960 issue. Effective October 1960 it is being published as French edition of Chatelaine. †Formerly Canadian Homes & Gardens.

§Foreign (October)

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Hablemos	23.9	18.2	202.5	159.8	20,076	15,246	169,176	134,190
Popular Mechanics:								
Popular Mekanik (Danish)	21.0	30.0	198.5	200.0	4,704	6,720	44,464	44,800
PM (Dutch Edition)	7.8	——	89.6	——	1,747	——	20,070	——
Mecanique Populaire (French)	34.8	35.3	257.5	277.5	7,795	7,907	57,680	62,160
Populare Mechanik (German)	8.0	11.3	49.1	55.9	1,792	2,531	10,998	12,522
Popular Mekanik (Swedish)	9.5	13.0	97.0	89.5	2,128	2,912	21,728	20,048
Mecanica Popular (Latin America):								
Brazil (Portuguese)	25.0	——	208.0	——	5,600	——	46,592	——
Mexican-Caribbean (Spanish)	23.1	——	244.8	——	5,166	——	54,840	——
So. Hemisphere (Spanish)	15.2	——	137.8	——	3,402	——	30,872	——
Total Group	168.3	107.8	1,484.8	782.7	53,310	35,316	456,420	273,720

§Because current month linage figures for several publications are not yet available this group is broken into an October and a September section.

Foreign (September)

	Pages				Lines			
	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959
Life International	86.3	73.4	735.4	645.4	58,735	49,895	500,140	438,940
†Life En Espanol	39.1	53.1	341.1	460.1	26,605	36,125	231,965	312,885
Ex-Mexico Edition	47.1	54.3	408.7	465.5	32,045	36,975	278,035	316,625
	(8.0)	(1.2)	(67.6)	(5.4)	(5,440)	(850)	(46,070)	(3,740)
‡Caribbean Edition	71.7	——	590.5	——	48,875	——	401,625	——
	(24.6)	——	(181.6)	——	(16,830)	——	(123,590)	——
Mexican Edition	75.1	67.1	558.7	534.7	51,085	45,645	380,035	363,715
	(36.0)	(14.0)	(217.6)	(74.6)	(24,480)	(9,520)	(148,070)	(50,830)
Newsweek:								
Pacific Edition	99.8	80.5	919.6	711.1	41,928	33,810	386,223	298,653
European Edition	103.6	72.8	752.9	672.8	43,504	30,589	316,222	282,589
Reader's Digest:								
Arabic	36.5	30.0	322.5	283.0	5,986	4,920	52,890	46,412
Argentine	72.5	63.0	478.0	444.5	13,195	11,466	86,996	80,899
Australian	105.8	78.8	673.8	601.8	19,247	14,333	122,623	109,519
Austrian	74.0	64.0	559.0	522.0	13,468	11,648	101,738	95,004
Belgian	56.5	45.0	435.5	355.5	98,875	78,750	76,213	62,213
Brazilian	103.0	98.5	752.0	751.5	18,025	17,238	131,600	131,513
British	87.0	84.0	700.5	621.5	16,182	15,624	130,293	115,599
Caribbean	59.5	69.5	566.5	518.5	10,829	12,649	103,103	94,367
Danish	57.5	40.5	351.5	340.0	9,775	6,885	59,755	57,800
Dutch	71.5	55.0	524.5	381.0	13,013	10,010	95,459	69,342
Finnish	28.0	21.0	230.0	183.0	5,208	3,906	42,780	34,038
French	113.0	88.3	1,019.0	858.0	19,775	15,458	178,325	150,150
French-Swiss	39.7	29.0	260.3	205.0	6,942	5,075	45,558	35,875
German	111.0	109.0	929.0	896.0	20,202	19,838	169,078	163,072
German-Swiss	48.0	35.3	311.3	239.5	8,736	6,430	56,662	43,589
Iberian	64.3	61.0	655.0	632.3	11,708	11,102	119,210	115,084
Indian	62.0	61.0	472.0	479.0	11,284	11,102	85,904	87,178
Italian	86.5	67.5	677.0	590.0	14,878	11,610	116,444	101,480
Japanese	33.0	28.0	317.0	313.0	5,544	4,704	53,256	52,584
Mexican	61.5	53.0	417.5	422.5	11,193	9,646	75,985	76,895
New Zealand	40.0	27.0	316.0	205.5	7,280	4,914	57,512	37,401
Norwegian	58.0	47.5	384.5	362.5	9,860	8,075	65,365	61,625
Overseas Military	42.0	38.0	371.0	294.0	7,644	6,916	67,522	53,508
South African	86.0	59.0	674.0	605.5	15,394	10,561	120,646	108,385
Southern Hemisphere	23.5	23.0	190.5	175.0	4,277	4,186	34,671	31,850
Swedish	58.5	49.5	483.5	388.0	10,881	9,207	89,931	72,168
Time International:								
Time-Atlantic	146.1	124.2	1,180.7	1,026.1	61,355	52,150	495,845	431,270
Time-Latin American	96.1	99.8	846.7	896.8	40,670	41,860	355,565	376,600
Time-Pacific	113.9	97.4	909.0	824.8	47,775	40,880	381,780	346,360
Vision:								
*Visao (Portuguese Edition)	184.0	157.0	1,379.3	1,306.5	77,280	65,940	579,320	548,730
Mexican Edition	129.2	104.3	965.3	872.8	54,250	43,820	405,440	366,555
Spanish Edition	111.7	87.0	787.7	707.3	46,900	36,540	330,820	297,045
Total Group	2,857.2	2,390.1	22,355.9	19,871.8	935,153	768,232	6,640,569	5,832,747

†Figures in parentheses are regional advertising only and are included in each edition's total. For group totals only the regional figures are included. ‡First published January 1960.

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

INTER-OFFICE MEMO
Randy:
Let your customers know
that management men make
the buying decisions in
textiles.
And we're the only man-
agement magazine in
textiles.
FPB

Historically, *America's Textile Reporter* has been written for American textile mill management men.

Except for the business of showing a profit, there has been no other motive for publication in the 73-year history of the publication.

Management buys. Reach them in the *Reporter*.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Natl. Bank Bldg.

ANDREW B. TURNBULL

GREEN BAY, WIS., Oct. 18—Andrew B. Turnbull, 75, president of Green Bay Newspaper Co. and Post Publishing Co. of Appleton, died of a heart attack at his home yesterday.

Mr. Turnbull, who served successively as business manager, general manager and publisher of the companies, resigned as publisher last spring. The Green Bay Newspaper Co. owns Radio Station WJPG.

With the late John K. Kline and the late Victor I. Minahan, he purchased the *Green Bay Free Press* and *Green Bay Gazette* in 1915 and combined them into an afternoon daily. Five years later they bought the *Appleton Post* and the *Appleton Crescent* and also consolidated them into an afternoon daily.

G. KENNETH GOODE

RICHMOND, VA., Oct. 18—G. Kenneth Goode, 67, advertising and business manager of *Commonwealth* and a former advertising agency executive, died Oct. 13. He had been in poor health for some time. Prior to joining the staff of the Virginia state chamber of commerce in 1934, he had spent ten years with the Richmond office of Cecil, Warwick & Cecil, a national advertising agency.

LESTER STROUSE

PHILADELPHIA, Oct. 18—Lester Strouse, 71, a sales representative of General Outdoor Advertising Co. until his retirement in 1958, died Oct. 14 at his home in nearby Elkins Park. He was a member of the Poor Richard Club.

Meltzer Adds Two Accounts

Klix Chemical Co., South San Francisco, manufacturer of disinfectants, soaps, deodorants and detergents, and Standardized Sanitation Systems, a group of sanitary supply distributors operating in 15 major U.S. markets, have appointed Richard N. Meltzer Advertising, San Francisco, to handle their advertising.

At the same time, Nathaniel L Siler has been named controller of Meltzer. Mr. Siler was formerly with Guild, Bascom & Bonfigli.

Van der Boom Sells Interest in Van Der Boom, Hunt

Gordon L. Van der Boom has sold his 40% stock interest in Van der Boom, Hunt, McNaughton, Los Angeles. The stock has been purchased by the corporation. Mr. Van der Boom said he will open the Gordon L. Van der Boom Advertising Agency soon and will announce the address and other details later.

Luzianne Coffee Sets Push

Luzianne Coffee Co., Los Angeles, has launched a 13-week campaign in southern California to promote the coffee's "You Can Use Half as Much" theme. Television, radio, newspapers and direct mail will be used during the campaign. Two-color ads will be run in the *Santa Ana Register* and the *Garden Grove Daily News*. A 20-spot per week schedule is slated for KHJ-TV, Los Angeles, and a saturation radio campaign is scheduled for KEZY, Anaheim.

Vanguard Appoints Hill

Vanguard Air & Marine Corp., Paoli, Pa., has appointed Hill Associates, Philadelphia, to handle advertising and public relations.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

SUPER VALU

is in the Post ...and they're featuring national brands!

Super Valu Food Markets – a top voluntary group with sales over $300 million a year – is now advertising exclusively in The Saturday Evening Post in the general-weekly field. (Their first ad features national brands – because Super Valu knows Post readers are brand-name-conscious.) Why has this leading voluntary group joined Acme, Colonial Stores, First National Stores, Food Fair, Kroger and Winn-Dixie in the Post? ■ They know their best customers read the Post. (The Post sells three times as many copies in food stores as the other big weekly.) ■ They know the Post packs local impact – the kind that moves goods and builds brand names. ■ They know Post families are large, growing families who like to buy in *volume*. ■ They know the Post is read in the higher-income households that account for two-thirds of all durable and package goods spending. ■ They know more major supermarket operators advertise in the Post than in any other consumer magazine. Good reasons? You bet! Reasons, too, why so many of the top national brands which Super Valu features are also telling *their* stories in the Post – side by side with their best customers. Why don't you?

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

ALL THREE AGREE...

The Governors

OF ALL THREE CAR-VA STATES

AGREE...

That CAR-VA is one of National Spot Radio's

BEST MARKET POTENTIALS

AND WE QUOTE From recent letters sent by all three Governors to the country's leading advertising agencies.

The Honorable
J. Lindsay Almond, Jr.
Governor
The Commonwealth of Virginia

"Diversification has been the key word in industrial Virginia since World War II. Well established as the 'Tobacco Capital of the World,' the fast growing chemical industry, tourism, shipbuilding, fishing, lumber, agriculture and manufacturing insure a prosperous and growing market area for any advertised product."

The Honorable
Luther H. Hodges
Governor
North Carolina

"North Carolina is a 'State On The Grow.' A revolutionary transition has taken place—transforming North Carolina from a state almost totally dependent upon agriculture to one in which manufacturing has become a major economic force."

The Honorable
Ernest F. Hollings
Governor
South Carolina

"Today the concept of South Carolina as a sleepy land of magnolias and gentlemanly inertia is an erroneous one.

We have a new statewide attitude toward business and industry which has sparked a movement of industrial growth and expansion unequaled in the state's history."

CAR-VA is comprised of the tri-state areas of Virginia, North Carolina and South Carolina. This is a marketing area that is bigger, richer and spends more money than many other major market areas in the country.

TAKE FULL ADVANTAGE OF THIS TREMENDOUS SALES POTENTIAL... SELL

CAR-VA WITH SPOT RADIO

50,000 WATTS	WRVA, RICHMOND, VA.	5,000 WATTS	WSJS, WINSTON-SALEM, N. C.
5,000 WATTS	WDBJ, ROANOKE, VA.	5,000 WATTS	WLOS, ASHEVILLE, N. C.
50,000 WATTS	WPTF, RALEIGH, N. C.	5,000 WATTS	WIS, COLUMBIA, S. C.
5,000 WATTS	WSOC, CHARLOTTE, N. C.	5,000 WATTS	WCSC, CHARLESTON, S. C.

CALL YOUR P. G. W. COLONEL

CAR-VA
VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
Mighty Market on the Move.

'SEP' Fun-Poking Cover Accidentally Intrudes on Boston Bank's Ad Image

BOSTON, Oct. 18—At the end of September, Boston Safe Deposit & Trust Co. launched the first of its new image-building ads, designed to convey the idea that behind all its decisions is a safe, trustworthy and sound "financial cabinet."

A week later the campaign got an unsolicited tie-in that gave the concept—and the campaign—an amusing fillip.

▪ The bank's ad—the first in a six-figure campaign prepared by its new agency, Mogul Williams & Saylor, New York, and geared to go on for a year at least—shows the room seen through an open doorway where the "financial cabinet" meets to make its decisions.

It has the authentic air of solidity, soundness and security. It is the picture to assure every New Englander that the bank's assets of $800,000,000 are in competent hands.

BOSTON TRUST

Then came the Oct. 8 issue of *The Saturday Evening Post*, with a fun-poking cover picture showing practically the same scene, this time with the seats occupied.

▪ But no one was making important decisions, or racking his grey matter, or pouring over the books. Far from it. At the far end of the room was a portable tv set—and all eyes were on the World Series.

The bank's clients and ad-readers were quick to point out the coincidence. Wrote one woman, attaching the *Post* cover: "I see your 'financial cabinet' has convened."

The bank's president, William W. Wolbach, took the matter up with the *Post*, dispatching a lighthearted letter to Ben Hibbs, editor, "or whoever takes care of mail like this.

"We don't know whether to laugh, or scream 'foul,' and we don't know whether to suspect our present advertising agency and Curtis Publishing Co. of collaboration or plagiarism, or our former advertising agency of espionage and sabotage. Perhaps the most profitable thing would be to sue everyone for enormous damages," the letter said.

Mr. Wolbach added, with typical business acumen, "Of course, if you would be willing to give us a free advertisement in your New England issue, we just might be willing to drop the whole matter."

▪ Whatever the *Post* decides, the bank intends to be in future issues of the magazine—but the decision is unconnected with the cover. At the beginning of September, the bank appointed Allyn B. McIntire (ANA president in 1933-'34) as advertising counselor, switched its account from Edwin Bird Wilson Inc., New York, to Mogul Williams & Saylor, and doubled its ad budget. It gave its new agency a free hand to change the image of the bank as a venerable organization that has been around for many years, to a fresh, modern image, "and move it apart from the competition."

▪ Every ad in the current campaign will feature a locale immediately recognizable to New Englanders—Logan airport, a woman painting a seascape at Rockport, a covered bridge, the Locke-Ober restaurant, a children's restaurant.

Tied in with the highly localized and sophisticated ads will be the bank's "financial cabinet" silhouette. Already the bank reports having received requests for the names of the "cabinet." It gets out of this by stating that it is not policy to reveal the names of its policy-makers.

Plans for the coming 12 months call for a schedule of 40 insertions each in the *Boston Globe*, the *Herald-Traveler* and the *Christian Science Monitor*, and ads in "peripheral journals" *and* the regional edition of *The Saturday Evening Post*. #

Penfield Rejoins Gould

A.R. Penfield has rejoined Gould National Batteries, St. Paul, after an absence of seven years, as director of advertising, succeeding W.C. Shull who has taken up duties at the Gould-National Research Laboratory in connection with new programs on automotive and industrial batteries. Mr. Penfield was formerly an account executive of Batten, Barton, Durstine & Osborn, Minneapolis, and prior to that was advertising manager of Theo. Hamm Brewing Co.

Weyerhaeuser Sets Market Study Unit, Revises Plan Setup

TACOMA, Oct. 18—Two broad changes in the organization of the Weyerhaeuser Co. have been made to speed development of new products and markets and have resulted in five personnel promotions.

In one move, the forest products company created a separate marketing research department. Located in Philadelphia, it will be headed by Leonard M. Guss, who for the past five years has directed work in forest economics and packaging at the Battelle Memorial Institute, Columbus, O. The new department will be part of the research division, directed by Dr. A. S. Gregory.

In the second move, Weyerhaeuser gave added responsibilities to the product planning department of the lumber and plywood division. Many product responsibilities formerly divided between marketing and production staffs will be consolidated in this department.

▪ The following men were promoted to newly created positions: Arthur Lahey, manager of sales programming and market research, to assistant to Alan T. Smith, manager of the product planning department; Paul L. Fossum, district product supervisor, to manager of lumber product lines; M. L. Sorber, plywood liaison, to manager of plywood product lines; Ortie E. LaVoy, product manager, to quality standards manager; and R. S. Lewis, Pres-to-Log product manager, to market analysis manager. #

Monk Names Murray; Adds Chambers Account

Donald Murray Jr., formerly an account executive with Kudner Agency, has joined Howard H. Monk & Associates, Rockford, Ill., as an account executive.

At the same time, Chambers Co., Chicago, has appointed Monk to handle advertising for its built-in gas ranges, electric ranges, automatic dishwashers, refrigerators, freezers, disposers and vent hoods.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service NewS

505 N. LaSalle St., Chicago 10, Ill.

Bloomington-Normal, Illinois

THE GOLDEN TEST MARKET

Illinois' seven richest counties blanketed by one newspaper

GOLD: for the taking. Rich, made-to-order test market, smack in the middle of the central Illinois corn belt.

Unique seven-county area, literally a miniature cross section of America. 178,000 prosperous people maintain a surprisingly even balance between industry, agriculture, education and general good living. Each year they spend over 233 million dollars from incomes that are 20% above the national average. A single advertising medium that reaches them all . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area. R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

Bloomington-Normal, Illinois **PANTAGRAPH**

Represented by: Ward-Griffith Co., Inc.

WINN-DIXIE

is in the Post. Here's why!

Winn-Dixie stands in the front ranks of America's giant food chains—with annual sales over $721 million. What's behind their success? Smart, modern marketing techniques! *And now Winn-Dixie is advertising exclusively in the Post in the general-weekly field* (along with Acme, Colonial Stores, First National Stores, Food Fair, Kroger and Super Valu). Here's why: ■ Winn-Dixie knows their best customers read the Post. (The Post sells three times as many copies in food stores as the other big weekly!) ■ They know the Post packs local impact — the kind that moves goods and builds brand names. ■ They know the Post goes over big in the $4,000-and-over households that spend two-thirds of all durable and package goods dollars. ■ They know people *believe* what they read in the Post . . . and *buy* what they believe in! ■ They know more major supermarket operators advertise in The Saturday Evening Post than in any other consumer magazine. So because package goods are *your* line, tell your story side by side with one of your best customers — Winn-Dixie — in the pages of The Saturday Evening Post!

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

ALL THREE AGREE...

The Governors

OF ALL THREE CAR-VA STATES

AGREE . . .

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AND WE QUOTE From recent letters sent by all three Governors to the country's leading advertising agencies.

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CAR-VA
WITH SPOT RADIO

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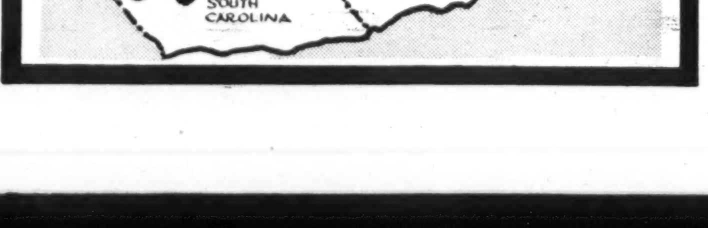
5,000 WATTS	WDBJ, ROANOKE, VA.	5,000 WATTS	WLOS, ASHEVILLE, N. C.
50,000 WATTS	WPTF, RALEIGH, N. C.	5,000 WATTS	WIS, COLUMBIA, S. C.
5,000 WATTS	WSOC, CHARLOTTE, N. C.	5,000 WATTS	WCSC, CHARLESTON, S. C.

CALL YOUR P. G. W. COLONEL



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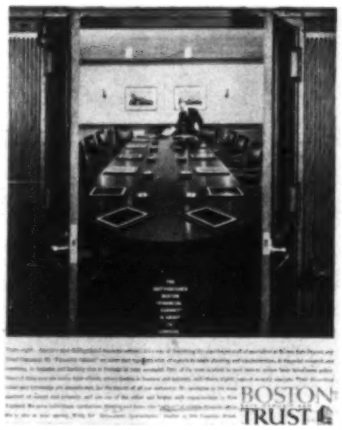


Then came the Oct. 8 issue of *The Saturday Evening Post*, with a fun-poking cover picture showing practically the same scene, this time with the seats occupied.

■ But no one was making important decisions, or racking his grey matter, or pouring over the books. Far from it. At the far end of the room was a portable tv set—and all eyes were on the World Series.

The bank's clients and ad-readers were quick to point out the coincidence. Wrote one woman, attaching the *Post* cover: "I see your 'financial cabinet' has convened."

The bank's president, William W. Wolbach, took the matter up with the *Post*, dispatching a lighthearted letter to Ben Hibbs, editor, "or whoever takes care of mail like this.

"We don't know whether to laugh, or scream 'foul,' and we don't know whether to suspect our present advertising agency and Curtis Publishing Co. of collaboration or plagiarism, or our former advertising agency of espionage and sabotage. Perhaps the most profitable thing would be to sue everyone for enormous damages," the letter said.

Mr. Wolbach added, with typical business acumen, "Of course, if you would be willing to give us a free advertisement in your New England issue, we just might be willing to drop the whole matter."

■ Whatever the *Post* decides, the bank intends to be in future issues of the magazine—but the decision is unconnected with the cover. At the beginning of September, the bank appointed Allyn B. McIntire (ANA president in 1933-'34) as advertising counselor, switched its account from Edwin Bird Wilson Inc., New York, to Mogul Williams & Saylor, and doubled its ad budget. It gave its new agency a free hand to change the image of the bank as a venerable organization that has been around for many years, to a fresh, modern image, "and move it apart from the competition."

■ Every ad in the current campaign will feature a locale immediately recognizable to New Englanders—Logan airport, a woman painting a seascape at Rockport, a covered bridge, the Locke-Ober restaurant, a children's restaurant.

Tied in with the highly localized and sophisticated ads will be the bank's "financial cabinet" silhouette. Already the bank reports having received requests for the names of the "cabinet." It gets out of this by stating that it is not policy to reveal the names of its policy-makers.

Plans for the coming 12 months call for a schedule of 40 insertions each in the *Boston Globe*, the *Herald-Traveler* and the *Christian Science Monitor*, and ads in "peripheral journals" *and* the regional edition of *The Saturday Evening Post*. #

Penfield Rejoins Gould

A.R. Penfield has rejoined Gould National Batteries, St. Paul, after an absence of seven years, as director of advertising, succeeding W.C. Shull who has taken up duties at the Gould-National Research Laboratory in connection with new programs on automotive and industrial batteries. Mr. Penfield was formerly an account executive of Batten, Barton, Durstine & Osborn, Minneapolis, and prior to that was advertising manager of Theo. Hamm Brewing Co.

Weyerhaeuser Sets Market Study Unit, Revises Plan Setup

TACOMA, Oct. 18—Two broad changes in the organization of the Weyerhaeuser Co. have been made to speed development of new products and markets and have resulted in five personnel promotions.

In one move, the forest products company created a separate marketing research department. Located in Philadelphia, it will be headed by Leonard M. Guss, who for the past five years has directed work in forest economics and packaging at the Battelle Memorial Institute, Columbus, O. The new department will be part of the research division, directed by Dr. A. S. Gregory.

In the second move, Weyerhaeuser gave added responsibilities to the product planning department of the lumber and plywood division. Many product responsibilities formerly divided between marketing and production staffs will be consolidated in this department.

■ The following men were promoted to newly created positions: Arthur Lahey, manager of sales programming and market research, to assistant to Alan T. Smith, manager of the product planning department; Paul L. Fossum, district product supervisor, to manager of lumber product lines; M. L. Sorber, plywood liaison, to manager of plywood product lines; Ortie E. LaVoy, product manager, to quality standards manager; and R. S. Lewis, Pres-to-Log product manager, to market analysis manager. #

Monk Names Murray: Adds Chambers Account

Donald Murray Jr., formerly an account executive with Kudner Agency, has joined Howard H. Monk & Associates, Rockford, Ill., as an account executive.

At the same time, Chambers Co., Chicago, has appointed Monk to handle advertising for its built-in gas ranges, electric ranges, automatic dishwashers, refrigerators, freezers, disposers and vent hoods.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service NewS

505 N. LaSalle St., Chicago 10, Ill.

Bloomington-Normal, Illinois
THE GOLDEN TEST MARKET

Illinois' seven richest counties blanketed by one newspaper

GOLD: for the taking. Rich, made-to-order test market, smack in the middle of the central Illinois corn belt.

Unique seven-county area, literally a miniature cross section of America. 178,000 prosperous people maintain a surprisingly even balance between industry, agriculture, education and general good living. Each year they spend over 233 million dollars from incomes that are 20% above the national average. A single advertising medium that reaches them all . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area. R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

Bloomington-Normal, Illinois PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

WINN-DIXIE

is in the Post. Here's why!

Winn-Dixie stands in the front ranks of America's giant food chains—with annual sales over $721 million. What's behind their success? Smart, modern marketing techniques! *And now Winn-Dixie is advertising exclusively in the Post in the general-weekly field* (along with Acme, Colonial Stores, First National Stores, Food Fair, Kroger and Super Valu). Here's why: ■ Winn-Dixie knows their best customers read the Post. (The Post sells three times as many copies in food stores as the other big weekly!) ■ They know the Post packs local impact — the kind that moves goods and builds brand names. ■ They know the Post goes over big in the $4,000-and-over households that spend two-thirds of all durable and package goods dollars. ■ They know people *believe* what they read in the Post . . . and *buy* what they believe in! ■ They know more major supermarket operators advertise in The Saturday Evening Post than in any other consumer magazine. So because package goods are *your* line, tell your story side by side with one of your best customers — Winn-Dixie — in the pages of The Saturday Evening Post!

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Kellogg Buys 'Yogi Bear'; Hamm Purchases 'Tightrope!'

Kellogg Co., Battle Creek, Mich., has bought Screen Gems' new series, "Yogi Bear Show," for showing on 130 stations, beginning in January. Sale of the animated half-hour show was made through Leo Burnett Co.

Screen Gems sold its "Tightrope!" rerun series to Theo. Hamm Brewing Co. for televising in 16 markets. This brings total sales to 48 markets during less than six weeks of selling. Hamm's agency is Campbell-Mithun.

DRAMA!

There is drama in the life of every individual on and off the stage! Oftentimes this drama takes the form of short stories, articles, books and plays.
If you are a writer, amateur or professional, and desire to have your material submitted to the most suitable markets in the U.S.A. we would like to represent you. We are generally considered to be one of the larger agencies in the country today and we have the staff and experience (some 35 years) to give you seasoned, capable advice and service.
The way to start is to write to us for our free literature. Or if you wish to save time, send your material to us for an immediate appraisal, entirely free. May we suggest that you write today?

DANIEL S. MEAD
Literary Agent
Dept. AA, 915 Broadway, N. Y. 10

K&E Names Dearborn

James A. Dearborn, an account supervisor at Kenyon & Eckhardt, has been appointed assistant to the president, a new position. Mr. Dearborn, who will continue to hold his account duties, joined the agency in 1956 after 10 years with American Airlines.

KSWO-TV to Venard, Rintoul

KSWO-TV, Wichita Falls, Tex., formerly handled by McGavren TV, has appointed Venard, Rintoul & McConnell its national representative. Clarke Brown Co. will continue to represent the station in the South.

Bennett Otterson Thornton Marshall Ellsworth

GUARD-CHANGING—*The outgoing president, John Otterson, of McGraw-Hill, turns over the gavel of the Magazine Club of San Francisco to new president Wayne Thornton, of Family Circle. Onlookers are Hunt Bennett, Time Inc., new vp; Bill Marshall, Duncan Scott & Co., treasurer; and Hal Ellsworth, The Saturday Evening Post, secretary.*

Mauch Sees Future Farm as Taking on Corporation Traits

CHICAGO, Oct. 18—A new type of farm, one which will resemble a corporation, was foretold to the Chicago Area Agricultural Assn. by Arthur Mauch, professor of agricultural economics, Michigan State University.

In projecting past changes in the "challenge of a changing agriculture" to the next 10 years, Mr. Mauch asserted that because the capital investment and risk that go with this new advanced farming is so great, more farms will take on characteristics of corporations.

More farmers will insure markets by contracts with non-farm businesses, he said. Furthermore, farmers may or may not own the land and buildings, but they will provide labor and day-to-day management in cooperation with the company, he said. Thus, the high investments of farming will be shared by stockholders in the associated corporation, Mr. Mauch explained.

He also predicted that farming systems will be greatly simplified, with most farms raising only one or two crops and one kind of livestock, and that crop rotation will disappear, making less use of every patch of ground, but emphasizing efficient use of man and machine power.

■ Among the changes in agriculture, Mr. Mauch cited: (1) Number of farms has declined from 6,800,000 30 years ago to about 4,000,000 today; (2) average size of farm increased from 184 to 271 acres since 1935; (3) machinery and power went from $1,000 to nearly $10,000 since 1935 (if a farmer started from scratch and bought new today, it would cost twice this much); (4) feed and crops rose from $1,300 to about $5,300 and livestock from $1,650 to more than $9,000.

Projecting these statistics to the next 10 years, Mr. Mauch predicted that (1) the number of farms in 1970 will be less than half the number in 1940; (2) production per man will be four or fives times as large in 1970 as it was before World War II; (3) the farm worker will produce food and fiber for himself and 30 others (in 1900 it was himself and seven others, today it is for 24 others).

He charged that today, while we are living in a nuclear and missile age, technologically, our institutions still are "geared to a horse and buggy age." This is true, he said, of government programs, credit institutions, universities and even some of the cooperatives that service "jet-age farmers."

The opportunity in the changing agriculture lies in the ability of business organizations that serve farmers to anticipate the needs of the changing market and be ready to move in ahead of their eager competitors, he said.

■ Mr. Mauch also decried the popular notion that "food prices are pushing the cost of living to new highs." He said that in relation to our income we are spending less for food now in this country than in all our history and less than any other country in the world.

He said that while a "family food market basket" increased in cost $154 in the past 10 years, the farm value decreased $40 and the profits of marketing corporations for that basket decreased by $5.

He asserted that the cost of food is not responsible for increasing the cost of living, but actually has helped to slow it down. Some of us, he said, may be "confusing the high cost of living with the cost of high living." #

Linkletter Show Distributed

Programs for Television, New York, has acquired distribution rights to "Art Linkletter & the Kids," a new series of 78 15-minute tv films. Each show features Mr. Linkletter in ad lib interviews with four youngsters, discussing a variety of topics.

Ad League Names Cerbone

The League of Advertising Agencies, New York, has appointed James Cerbone executive secretary. Formerly advertising director and associate publisher of *Modern Bride*, Mr. Cerbone will continue as executive director of the Wedding Institute.

WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,600,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Jack's beanstalk was just a "sprout" compared to how MEMPHIS is growing!

It's a fact that Memphis is one of the "growingest cities in the nation." Our national population rank rose from 26th in 1950 to 21st in 1960.

In the 1949-1959 period Memphis' economic growth has outdistanced the population growth on a two-to-one basis or better.

LOOK AT THE PROOF:

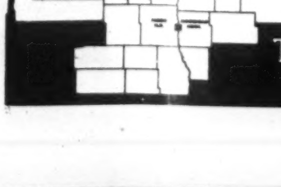
City of Memphis Pop.	UP 24.2%
Memphis Metro (Shelby Co.) Pop.	UP 28.5%
Memphis Bank Debits	UP 74.6%
Effective Buying Income (Shelby Co.)	UP 82.5%
Motor Vehicle Registration (Shelby Co.)	UP 85.5%

Place Memphis on all national schedules to reach a responsive market. And remember when you use Memphis newspapers you get a bonus coverage of 75 additional counties where over 2,000,000 more prospects buy every day!

BUY MEMPHIS—BUY MEMPHIS NEWSPAPERS!

Write For More Facts

THE
COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



cigarettes Go Far in Fargo!

Pall Mall / Camel / Life / Salem / Alpine . . .
a few of the famous brands that use
The Forum to GO FAR *in* FARGO.

Only The Fargo Forum sells nearly ⅓ of North Dakota + western Minnesota + the largest standard metropolitan market between Minneapolis and Spokane!

Fargo-Moorhead is now a government-recognized Standard Metropolitan Area, and The Fargo Forum provides 100% coverage of this two-city market (compared to only 9% coverage by any Minneapolis daily).

In addition, The Forum reaches 3 out of 5 families in its 20-county market. This includes nearly ⅓ of North Dakota's population and buying power . . . a rich market in America's rich Northwest.

20 counties, 2 states, but only *one* market of 285,100 people, solidly sold by *one* newspaper!

THE FARGO FORUM Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly-Smith Company

FARGO ALL AMERICA CITY

ACME

COLONIAL STORES

FIRST NATIONAL STORES

FOOD FAIR KROGER

SUPER VALU

WINN-DIXIE

are all in the Post. Here's why!

These six retail food chains and voluntary group are all experts in merchandising—among the busiest and best in business! Their combined annual sales total over $9 billion. *And they all advertise in The Saturday Evening Post in the big general-weekly field!* Why do they pick the Post? **First:** They know their customers read the Post. (The Post sells three times as many copies in food stores as the other big weekly.) **Second:** They know the Post has local impact—the kind that moves goods and builds brand names.

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

Third: They know the Post is seen by large, growing families who buy in *volume*. **Fourth:** They know the Post is read in the higher-income households that spend two-thirds of all durable and package goods dollars. **Fifth:** They know more food retailers advertise in the Post than in any other consumer magazine. So because package goods are *your* business, tell your story side by side with your best customers—the country's leading retailers—in the pages of The Saturday Evening Post!

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Harkavy Names Palmquist, Ricciardi, Adds 2 Accounts

Howard A. Harkavy Inc., New York, has named Edmund B. Palmquist an account executive and Michele Ricciardi exec vp, a new post. Mr. Ricciardi will supervise the agency's administrative and financial affairs and will continue to be responsible for the agency's art direction.

At the same time Reber-Friel Co., Philadelphia, exhibit management company, and Cloroben Chemical Corp., South Kearny, N.J., manufacturer of an emulsifiable chlorinated hydrocarbon, have appointed Harkavy to handle their advertising.

BIGGEST APRON Value in U.S. **6½¢ EA.**

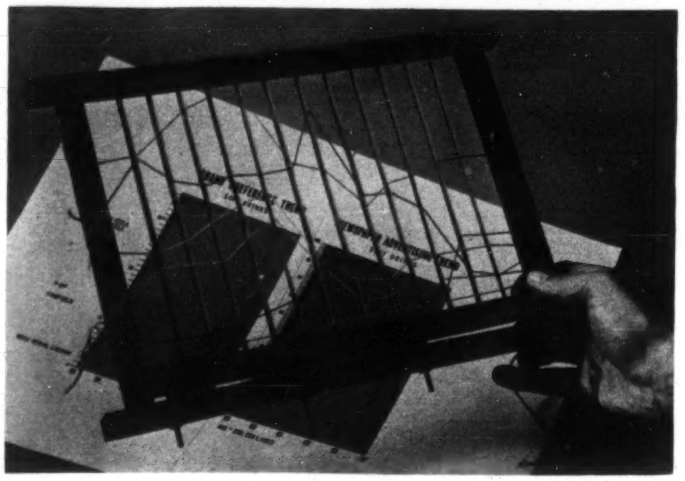
FREE SAMPLE

World's greatest premium... PLASTIC HOSTESS APRONS . . . for only 6½¢ each . . . in quantity! EXTRA-LARGE size. Very attractive. For free-give-aways, tie-ins, store-openings, etc. Write for free sample. No obligation.

L & M COMPANY, Dept. PG17
415 N. 8th St., St. Louis 1, Mo.

Three Join Aubrey, Finlay

Thomas N. Gannon, formerly art director of Grant, Schwenck & Baker, and C. Franklin Brown Inc., has joined Aubrey, Finlay, Marley & Hodgson, Chicago, as an art director on industrial accounts. At the same time Bruce Berkel, formerly layout artist at Buchen Advertising, has joined the agency's art staff, and William G. Lee, formerly advertising account manager of Deere & Co., Moline, has joined Aubrey, Finlay's farm group copy staff.



GRAPHIC YARN—*"Graph weaver," which can be used for making graphs for slide presentations, uses yarn for trend lines and strips of window screen for vertical lines.*

Hirt Adapts 'Loom' in Presentation of Graphic Material

CHICAGO, Oct. 18—An adman facing a deadline (welcome to the club!) has devised a new way to prepare graphs for presentations.

Paul Hirt, advertising promotion manager of the *Chicago Sun-Times* and *Daily News*, used wood, paper, embroidery yarn and strips of window screening to construct a "graph weaver" which he says reduces two days' work by an artist to 10 minutes. When being photographed for color slides, it can be re-strung into another graph in a matter of minutes.

Mr. Hirt, faced with the problem of preparing color slides indicating trends in hundreds of food and beverage product categories for a presentation, got his time-saving idea from weaving sets sold in hobby shops.

Using a wood frame, he made twelve vertical lines with strips of screen (using the prongs and cross weave as a gauge) attached to twelve strips of yarn. Embroidery yarn was used for the trend lines. Paper was developed to fit over the graph, to list the data, and pictures taken for slides. #

Support NAB-TV Code, McCullough Urges Affiliates

WASHINGTON, Oct. 18—The National Assn. of Broadcasters beamed a special closed circuit tv "progress report" to affiliates of the three networks last week.

The videotaped report, presented by Clair R. McCullough, chairman of the NAB policy committee, and E. K. Hartenbower, chairman of the television code review board, urged continued support of the tv industry's self-regulatory activities.

Mr. McCullough, president and general manager of the Steinman stations, Lancaster, Pa., told the affiliates that "the past 18 months have been in many ways the most hectic in the history of television. The rigging of quiz programs was uncovered. Instances of payola were brought to light. Critics decried the quality of television programming. Competitors sharpened their knives. Some legislators demanded rigid controls.

"During this difficult period one of our most powerful weapons has been the NAB television code. Without it, I am certain, we would have been in serious trouble. The code symbolized then as it does now serious intent of a mature and responsible industry to take care of its own affairs," Mr. McCullough said.

- Mr. Hartenbower, vp and general manager of KCMO-TV, Kansas City, pointed out that last November 271 of the 521 operating commercial tv stations subscribed to the code. He said that today 380 of the 521 stations are subscribers, or more than 70% of the stations. "I don't have to tell you, either, that many stations became subscribers at considerable financial sacrifice," he added. #

Tobacco Industry's Health Credited to Market Factors

Virtual absence of price competition in the tobacco industry is one of three reasons for the industry's current strength cited by the "Value Line Investment Survey." Consistent growth in demand, in step with the increase in consumers' disposable income, is another marketing factor getting credit from the business analyst, who also cited technological improvements.

The financial survey also noted a decrease in the flux in brand loyalties, which was prominent in recent years. The health controversy has seemingly lost its potency as a deterrent to smoking, the analyst said.

Reddy Service Succeeds Reddy Kilowatt as Trademark

Pacific Gas & Electric Co., San Francisco, has introduced a trademark in an attempt to develop a new image. The company's cartoon character, formerly known as Reddy Kilowatt, has been replaced by Reddy Service, who will do everything from selling the benefits of the use of electricity and gas to getting customers to pay their overdue bills—plus acting as a salesman in all media. The campaign was opened with 1,000-line, two-color and b&w newspaper ads in all the company's major California markets. In addition, more than 450 posters are scheduled for the campaign.

Ercona to Smith & Dorian

Ercona Corp., New York, distributor of instruments, electronic and hi-fi products, has switched its account from Richard & Gunther to Smith & Dorian.

Rheingold Backs Cole Show

Liebmann Breweries, Brooklyn, will sponsor a new daily 15-minute "Nat King Cole Show" on WLIB, New York. The program will feature hit records by Mr. Cole and other musicians, as well as news capsules. The purchase for Rheingold beer was made through Foote, Cone & Belding.

Korvette Sales at High

E. J. Korvette Inc., New York, discount chain, reports record sales of $157,507,445 for the 52 weeks ended July 31, 1960. Major part of the increase came from three new stores opened during the period. Korvette now has 12 stores located in four eastern states.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

The Syracuse Market is BIG

230,814 Salesmen*
WORK THIS TERRITORY EVERY DAY!

. . . and they know the territory. The **Syracuse Market** is 15-COUNTIES-BIG . . . and covers one-third New York State's total area. It is **delivered** by only **one** efficient, low-cost way . . .

THE SYRACUSE NEWSPAPERS

This big, rich, buying market . . . ALL OF IT . . . must be in your advertising plans! No other combination of media in this area delivers comparable coverage at a comparable cost. Get the details—circulation, influence-power, and full market measurement from MOLONEY, REGAN & SCHMITT.

**The combined circulation of the Syracuse Newspapers.*

FULL COLOR AVAILABLE—
Daily & Sunday

Buy TOTAL coverage of the total market!

AMERICA'S *Best* TEST MARKET

Results of Selling Research Inc, Latest Test Market Survey

*SYRACUSE The *46th* Metropolitan Market

**SRDS Consumer Market Data*

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday
•
THE POST-STANDARD
Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 Sunday Herald American 202,467 Sunday Post-Standard 102,966

TUCSON

All figures copr. 1960, Sales Management Survey of Buying Power; further reproduction not licensed.

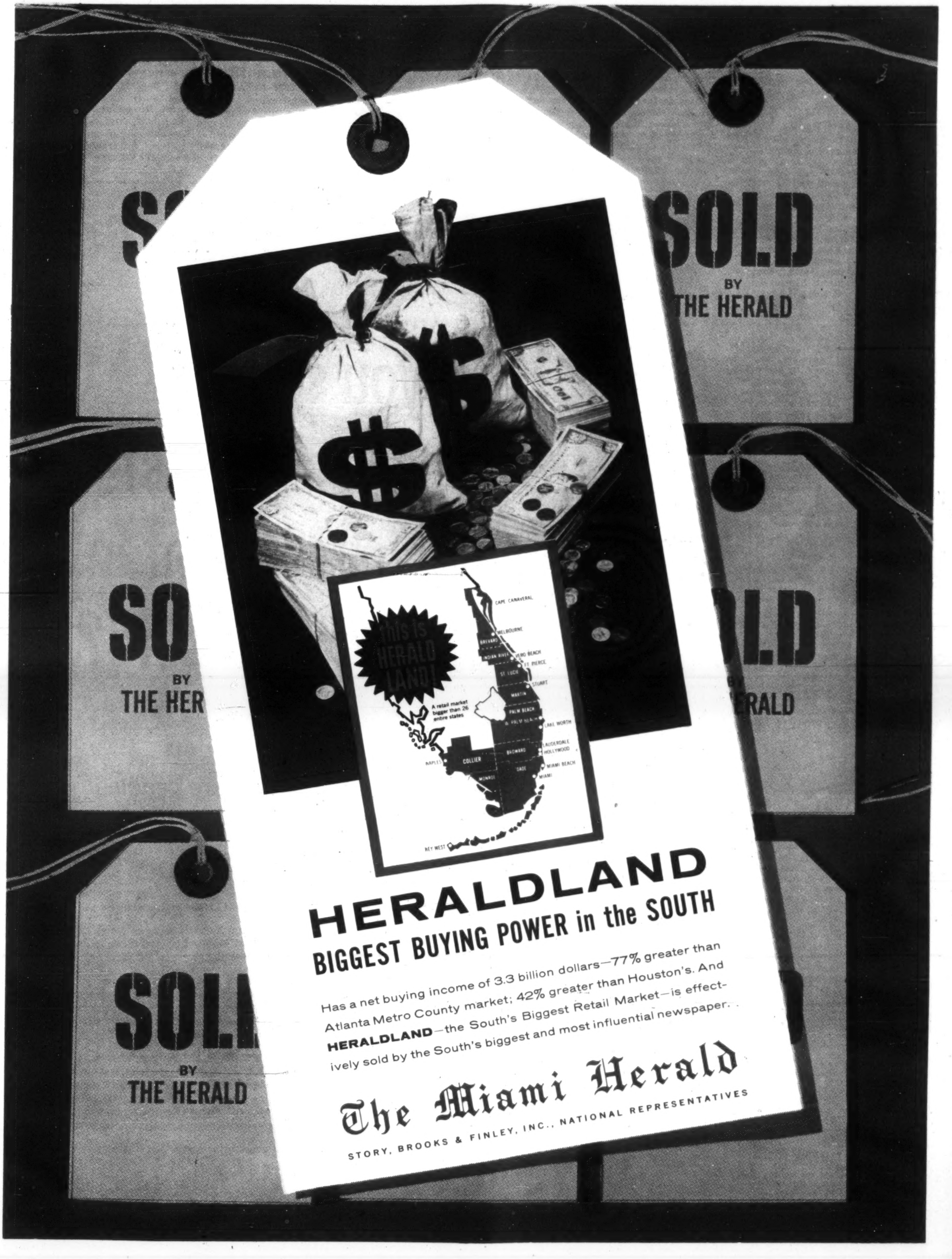
NOW AMONG THE NATION'S TOP 100 METROPOLITAN MARKETS IN THESE CATEGORIES:

Total Households	93rd
Retail Sales	96th
Food Store Sales	90th
Apparel Store Sales	88th
Furniture, House, Appliance Store Sales	84th
Automotive Sales	100th
Gas Service Station Sales	75th
Drug Store Sales	72nd
Eating/Drinking Place Sales	83rd
Lumber, Bldg. Material, Hdwe. Sales	89th

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.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THE HERALD
this is HERALD LAND!
A retail market bigger than 26 entire states
CAPE CANAVERAL
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST LUCIE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
LAUDERDALE
HOLLYWOOD
BROWARD
MIAMI BEACH
MIAMI
DADE
NAPLES
COLLIER
MONROE
KEY WEST

HERALDLAND

BIGGEST BUYING POWER in the SOUTH

Has a net buying income of 3.3 billion dollars—77% greater than Atlanta Metro County market; 42% greater than Houston's. And **HERALDLAND**—the South's Biggest Retail Market—is effectively sold by the South's biggest and most influential newspaper.

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Creativity Is Rallying Cry of New Point of Sale Association

CHICAGO, Oct. 18—"Creativity's the thing—especially at the point of sale."

That's the reason six companies in the point of sale industry, rebelling against the image of being mere brokers or suppliers, have founded the Assn. of Point of Sale Agencies, inviting ad agencies, advertisers and educators to join in their effort to upgrade the medium creatively.

Formation of the new trade group, Aposa, was announced by Russell S. Kribs, its chairman of the board, who heads Russell S. Kribs Associates, St. Louis.

Russell S. Kribs

"More than a year in the planning," Mr. Kribs said, "Aposa is designed to serve as a rallying ground for companies and individuals with a direct or related interest in the creative development and use of the point of sale medium."

■ A continuing interchange of ideas and information between "point of sale agencies" (the term by which the founders wish to be known), users of the medium and advertising agencies is one of Aposa's major aims, Maurice A. Melford, executive secretary, said.

Calling themselves creative counselors and production supervisors, rather than brokers or suppliers, Aposa's charter members attacked speculative "contests" as a force that discourages creativity and destroys its own seeming purpose by driving prices up, not down.

This practice would automatically be eliminated by the agency-client relationship they are striving to establish, Aposa's founders feel.

In addition to Mr. Kribs, the founders are Sol J. Berger and John Rivenburgh of Berger-Rivenburgh, Chicago; Al Howard of The Howard Co., Milwaukee; Val A. Ross and Frank Montalto of Advertising Display Corp. of America, Chicago; Tom Helzer of Tom Helzer Inc., Dallas; and Foster Clute of Dealer Sales Builders, San Francisco. #

P&G Elects Rowell Chase

Procter & Gamble Co., Cincinnati, has elected W. Rowell Chase as exec vp. He is vp of the soap products division and a director. Mr. Chase came up through the advertising department, becoming department manager in 1951 and was vp of advertising before his present position, where he is directly responsible for operating the domestic soap products division.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

In-Sink-Erator Contest Set

In-Sink-Erator Mfg. Co., Racine, Wis., will offer 25 free garbage disposers to winners of a drawing from among coupons sent in. The coupons will appear in ads in *Better Homes & Gardens, Kitchen Ideas* and *New Homes Guide* annuals. Entrants are asked to fill in the name of their local plumber, and the coupons will be forwarded to local plumbing contractors for follow-through. Peitscher, Janda Associates, Chicago, is the agency.

Rover Motor on WQXR

Rover Motor Co. of North America, New York, will co-sponsor the Sunday afternoon concerts of the Boston Symphony Orchestra over WQXR, New York, for 52 weeks. The British car maker's only use of radio in the past was on fm. The other previously announced sponsor of the concerts is the Book-of-the-Month Club. Sudler & Hennessey is Rover's agency; Book-of-the-Month is handled by Schwab, Beatty & Porter.

Plumbing Industry to Olen

The Plumbing, Heating & Piping Industry has appointed David Olen Advertising, Hollywood, to handle advertising for its promotional fund. General objectives of the program, which has a budget of $300,000, are to upgrade the industry in the eyes of the public, improve the method of contract specification for work performed by contractors in the industry, and to promote commercial and industrial contract maintenance.

Force Names John Gibson

John P. Gibson, formerly an account executive with O'Mealia Outdoor Advertising, New York, has joined Force Inc., Paterson, N.J., as an account executive.

Have you seen the year's most unusual investment in magazine advertising?

Your company's best customers are reading it in October Reader's Digest

Because the need for investment information is so great, the New York Stock Exchange is sponsoring one of the most unusual magazine advertisements of the year. A detachable, 16-page insert in the October Reader's Digest, it contains down-to-earth information on the advantages and disadvantages of investing.

Millions want to know

Research shows that today millions more people are interested in the opportunities for investing. They want to know how to do it wisely and well. This investment guide in the Digest is designed to satisfy that interest with information on such timely subjects as: *What Makes Stock Prices Go Up and Down, Rules for Wise Investors, How to Read Newspaper Stock Tables.*

The issue carrying the insert is now in the hands of more than 12,000,000 subscribers and newsstand buyers.

5 unique Digest advantages

Five of the unique advantages which the Digest offers *all* advertisers, whether or not they have a 16-page story to tell, are:

1. Goes to more homes. With almost twice the circulation of any other general magazine, the Digest provides America's biggest publication audience. You know *in advance* that it will reach 35 million readers.

2. More UPPER-INCOME readers. For almost every product or service, the best prospects are the people with the most money—and that's where Digest coverage is greatest. Nearly half of the Digest audience is in the upper economic third of the country.

3. Real economy. Advertisers can deliver

P. F. Collier Names Three

Harry Reingold, formerly an account executive with Compton Advertising, has been named advertising manager of P. F. Collier & Son Corp., New York, book publisher. Howard S. Berger, assistant to the Collier exec vp, has been promoted to sales promotion manager. Warren B. Smith, formerly an account manager of Compton Advertising, has been named a Collier vp.

5 Agencies, 2 Nets Back TvQ Study of Ad Effectiveness

NEW YORK, Oct. 18—Five major advertising agencies and two networks are backing the efforts of TvQ to find the answer to that perennial sponsor query: So they like my program, but how does that effect the purchase of my product?

These experimental studies will be conducted during the current season. The charter agency subscribers are J. Walter Thompson Co.; BBDO; Kenyon & Eckhardt; Foote, Cone & Belding; and Guild, Bascom & Bonfigli. ABC and NBC also are buying the service.

As TvQ executive Herb Altman explains it, this study will seek "to measure buying and use habits and changes in attitudes toward certain brands this fall and winter. Results will be related to viewing habits and opinions of programs on which they are advertised. Emphasis is being placed on new brands, brands new to network television, and new network programs."

■ Focus in this test will be on a list of products and shows provided by the subscribers. Each participating company will select two or three products to be included.

The study will cover a panel of 2,000 housewives. During the first phase of the study, now in progress, TvQ will seek to find out their awareness of and attitudes toward the products under consideration. The second questionnaire will reveal these housewives' attitudes toward the network tv programs sponsored by these products. The third visit will seek to establish the relation of the attitude toward the product's program and the purchase of the product. #

Campana Sets Campaign for Italian Balm

Campana Corp., Batavia, Ill., will launch a new campaign for Italian Balm in November. Magazines include *Coronet, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Reader's Digest*, True Story Women's Group, *TV Guide* and *Woman's Day*. The *American Weekly* and *This Week Magazine* also will be used. Gordon Best Co., Chicago, is the agency.

In an offer which will appear only in *Reader's Digest*, consumers can get the $1 size bottle of Italian Balm and a 25¢ pump dispenser (total regular price with excise tax $1.38) for just 87¢, tax included. The company recently introduced a new bottle for Italian Balm.

New Annual Bows

Lawn & Garden Dealer Guide, an annual with a controlled circulation of 11,000 dealers and 1,200 distributors, will publish its first issue in January, 1961. Ad rates for the annual are based on $400 per b&w page. The magazine is published at 1 Park Ave., New York.

What Investing in Stocks and Bonds Can Mean to You
How to own Good Stocks for only
The Story Behind The Monthly Inves
en Do's and Don'ts
FOUR SUCCESSFUL SHAREOWNERS and how they grew
Reader's Digest
October 1960
HOW TO INVEST
Just What Are
and Bonds?
to Choose
r Broker
w to Read
er Stock Tables

N. Y. Stock Exchange's 16-page removable insert goes to 35 million Digest readers. Exchange members are distributing a million reprints.

their selling messages through Reader's Digest at only $3.35 per thousand circulation for a four-color page—the lowest rate of any general magazine.

4. 60 million exposures. Politz research shows that people pick up a Digest issue again and again. Result—a huge bonus value for advertisers: an advertisement in the Digest is looked at again and again for more than ten weeks . . . is shown over 60 million times.

5. Believability. People look to Digest articles and advertisements for new ideas on how to better themselves. And they believe what they read.

People have faith in

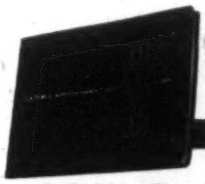
Reader's Digest

Largest magazine circulation in the U. S.
Over 12,000,000 copies bought monthly

EXECUTIVE APPOINTMENT LOG for 1961

YOUR ENTIRE WEEK'S APPOINTMENTS ON ONE SPREAD OF PAGES!

Your appointments for the entire week revealed at a glance—day-by-day "page thumbing" eliminated — appointment mix-ups minimized — you save time and trouble. Page size 8¼ x 10¾ inches. Two columns per day. Hours from 8:00 A.M. to 5:45 P.M. with space for evening appointments. Quarter-hour breakdowns. FULLY DATED FOR CALENDAR YEAR 1961. Recall section at end of year for each month of following year. One-piece flexible cover, attractively embossed. Flat opening, tear resistant wire binding. Smooth, white ledger paper printed in red and green.



Only $2.50 postpaid

THE COLWELL COMPANY
Service to the professions since 1927
205 Kenyon Rd., Champaign, Illinois

Please send me the EXECUTIVE APPOINTMENT LOG for 1961. Check for **$2.50** enclosed.

NAME __________

ADDRESS __________

CITY __________ STATE __________

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Co-op Tax Law Conflicts With FTC Ad Guide, He Says

To the Editor: Your Washington editor did a fine job ("This Week in Washington," Oct. 10 issue) reporting the media battle going on in Washington about the new co-op tax law. However, I'm afraid he missed a most significant point. And so did the contesting media.

The new law limits co-op expenditures, for purposes of excise tax deductions, to local newspaper, radio and television advertising. This is in direct conflict with the Federal Trade Commission interpretation of the Robinson-Patman Act.

On May 19, 1960, the Federal Trade Commission issued the "Guides for Advertising Allowances and Other Merchandising Payments and Services." Guide 9 states: "The plan must allow all types of competing customers to participate. It must not be tailored to satisfy the needs of a favored customer or class, but must be suitable and usable under reasonable terms by all competing customers. This may require offering all customers more than one way to participate in the plan. The seller cannot either expressly, or by the way the plan operates, eliminate some competing customers. Where the seller has alternative promotional plans, his customers must be given the opportunity to choose among the plans."

The guide then goes on to give this specific example: "S offers a plan for cooperative advertising on radio, television, or in a newspaper. Some of his customers who compete with those who receive the allowance are too small to use the offer. He must offer them some usable and proportional alternative, such as advertising in a neighborhood paper, hand bills, etc."

Obviously, there is a conflict between the manner in which the FTC has interpreted the Robinson-Patman Act, and the new legislation passed by Congress.

This significant point may pose a problem in governmental circles, but it represents potent ammunition for contesting media which have been excluded by the new law. They may have been derelict in failing to assert themselves prior to the passage of the law, but they can make up for it by using this conflict to serve their purposes.

I wonder whether the Internal Revenue Service experts, charged with drafting official regulations to implement the new law, are aware of the inconsistency.

Lester Krugman,
President, Cooperative Advertising Specialists, New York.

• • •

'Its' a Grammatical Trap for the Copywriter

To the Editor: After reading the Carter ad reproduction in the Oct. 3 AA, the former Carter dealers ought to be Humble. "Carter has changed it is name to Enco . . . " is what that ad says. I am looking into the future and fervently hoping that copywriters will dope out the difference between "it's" and "its."

I think its horrible when I find high school errors like this in big company ads. It's result will be to add to the public illiteraccy.

Paul Lippman,
Geyer, Morey, Madden & Ballard, New York.

The sentence in the ad copy to which Reader Lippman objected reads "Carter has changed it's name to Enco."

• • •

Fla. Adman Says State Needs National, Local Ad Assistance

To the Editor: Re "Sell Advertising to Nation" in AA Sept. 26:

Let's hear more on this subject! I wish to congratulate George Clark on his statements.

[Mr. Clark, professor of advertising at New York University, and director of the bureau of education of AFA, urged admen and women to quit their breastbeating and go out and "sell" their profession to the nation.]

Being a young man and only in the profession for three years in our wonderful state of Florida, where principles, practices et al. are often talked about but never followed, I feel we really need not only local support but national as well.

The situation here, for all to know, is one that exists primarily because we or my peers have let it do so. "The Tail Wags the Dog."

The profession, as I saw and knew it in Chicago, was a real challenge to a newcomer—here it is a real drag . . . to coin a phrase.

Won't someone come to the rescue of a Frankenstein—this market could be the most lucrative in the U. S.

Robert R. Mills,
Miami News.

• • •

He Was Montenier S.M. When Curtis Bought Company

To the Editor: It was with a bit of nostalgia that I read your "Stopette Story" in your Oct. 10 issue. Basically, the facts, as presented, were reasonably accurate. I am sure, however, that you will want to set the records straight regarding some of the points you make.

I was general sales manager of Jules Montenier from 1953 through 1956, when the company was sold to Helene Curtis. Leonard Lavin, whom you erroneously identified as sales manager had long previously left Montenier, in 1952—and, indeed, Lavin was never actually "sales manager," he was merchandise manager, who left in '52 to start a manufacturer's representative organization.

Stopette, and Jules Montenier, remain close to my heart since I started in 1947 as a salesman, subsequently became eastern sales manager and, in 1953, came to Chicago as general sales manager. I remained throughout this period from '53 to '56 and, then went over to Helene Curtis in 1956 as sales manager, Stopette and King's Men, and I left shortly thereafter. These facts can be verified by my very good friend, Earle Ludgin and Dr. Montenier, himself . . .

Sol Shulman,
Executive Vice-President, Autopoint Co., Chicago.

• • •

BBDO, Olmsted & Foley Joined on Chun King Ad

To the Editor: In a story ADVERTISING AGE recently published (AA, Sept. 5) about our client, Chun King Corp., you announced that this leading packer of American-Oriental foods would run a series of spreads in *Reader's Digest*. Under the heading "Jeno's page" the ads will feature recipes, menu suggestions and homemaking hints.

Two agencies cooperated to produce this advertising—BBDO, Minneapolis, which handles Chun King's American-Oriental food line, and Olmsted & Foley, who have charge of the company's ads for Wilderness pie fillings, Jeno's pizza, Nokomis wild rice and the newest product in the line, Living Earth.

Vernon Pope,
Public Relations Counsel, New York.

AA was told originally that BBDO was the agency handling the ad. Olmsted & Foley was not mentioned in the story of the campaign.

• • •

The Same Man on Both Sides

To the Editor: It is interesting to note that in the advertisement of your sister publication *Advertising Requirements* in ADVERTISING AGE, Sept. 26, the photos of Mr. Ince bear out the endorsement of "creative helps" he finds in *AR*.

The photo of Mr. Ince at his desk indicates he parts his hair on the right and wears a ring on his left hand. The photo of Mr. Ince on the phone shows the opposite to be his habit.

Creative? Congratulations.

F. J. Church,
Coordinator Art and Plate Departments, Diamond Match Co., Springfield, Mass.

He looks fine both ways.

• • •

Rheingold Was the Sponsor of Nat (King) Cole TV Shows

To the Editor: May I correct an error which appeared in your issue of Oct. 10?

The special hour-long Nat (King) Cole television program, which appeared in August and again in September, was sponsored by Rheingold Extra Dry and not, as you mentioned, by Brand B [Ballantine].

Incidentally, the picture of Nat holding a glass of beer which appeared in ADVERTISING AGE was a scene from one of our commercials.

Paul K. Hogue,
Vice-President, Account Supervisor, Foote, Cone & Belding, New York.

• • •

Article on Job Seeking Was Not Quite Accurate, She Says

To the Editor: I appreciate the generous mention you made of my recent appearance in *Mademoiselle*, described half-down Page 20 of your Sept. 26 issue.

The facts, however, for your own information, are somewhat distorted. I did not write the article —in fact, it contains many statements which I do not feel are quite accurate or without unjust bias—I only posed for the photos . . . and was interviewed. Some of my impressions of job-hunting in San Francisco are smothered under Miss Didion's personal point of view.

And, woe, I am not an ex-New Yorker. I claim somewhat rural origins. Born and raised in New Hampshire, educated in upper New York State, Pembroke College (Rhode Island), Stanford University, and now San Francisco State College, where I am working toward a master's degree, I disavow any attachment with Gotham . . . other than a fine place to visit. Miss Didion, the author of the article, is a native Californian, who does now reside quite enthusiastically in New York.

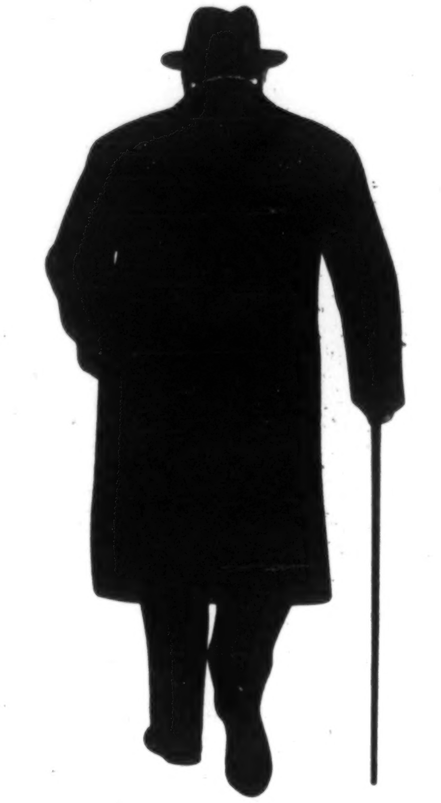
Devra Miller,
Librarian, Honig-Cooper & Harrington, San Francisco.

• • •

Gladys Needs Updating

To the Editor: You boys can do better. Let's get 3" off Gladys' skirt, straighten her stocking seam, and re-touch some 1960 shoes on the other gal.

Nan Findlow,
Vice-President, J. Walter Thompson Co., New York.



He could have said, "We owe a lot to the R. A. F."

Mr. Churchill said, instead, "Never in the field of human conflict was so much owed by so many to so few."

These are very simple words. But how great their power to move the minds and hearts of men!

In the K&E Book of Creative Standards, one page reads, "There has never been any instrument of human persuasion that can rival the word itself. Civilizations have been founded on words. Men have died for them. The greatest skill in our business is the business of writing."

We know that many tools are available to us in the mechanics of communication. Year by year, our tool kit grows. But people at Kenyon & Eckhardt still believe that the most important was the first.

The word.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

Kudos to Kenyon & Eckhardt for Its Winston Churchill Ad

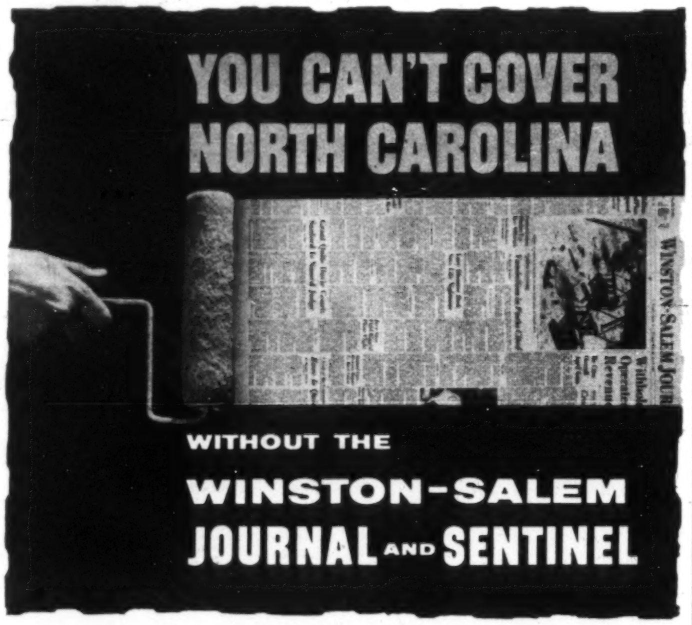
To the Editor: Great advertising is sometimes overlooked and unrecognized; but, Kenyon & Eckhardt's recent: "He could have said, 'We owe a lot to the R.A.F.' " (AA, Sept. 26), should be singled out, and highly reprinted and promulgated as one of the best public relations jobs of recent years in the interest of our profession.

We are inclined to defend the sacredness of our efforts as advertising practitioners, and in so doing stir up further criticism and perhaps resentment against all advertising.

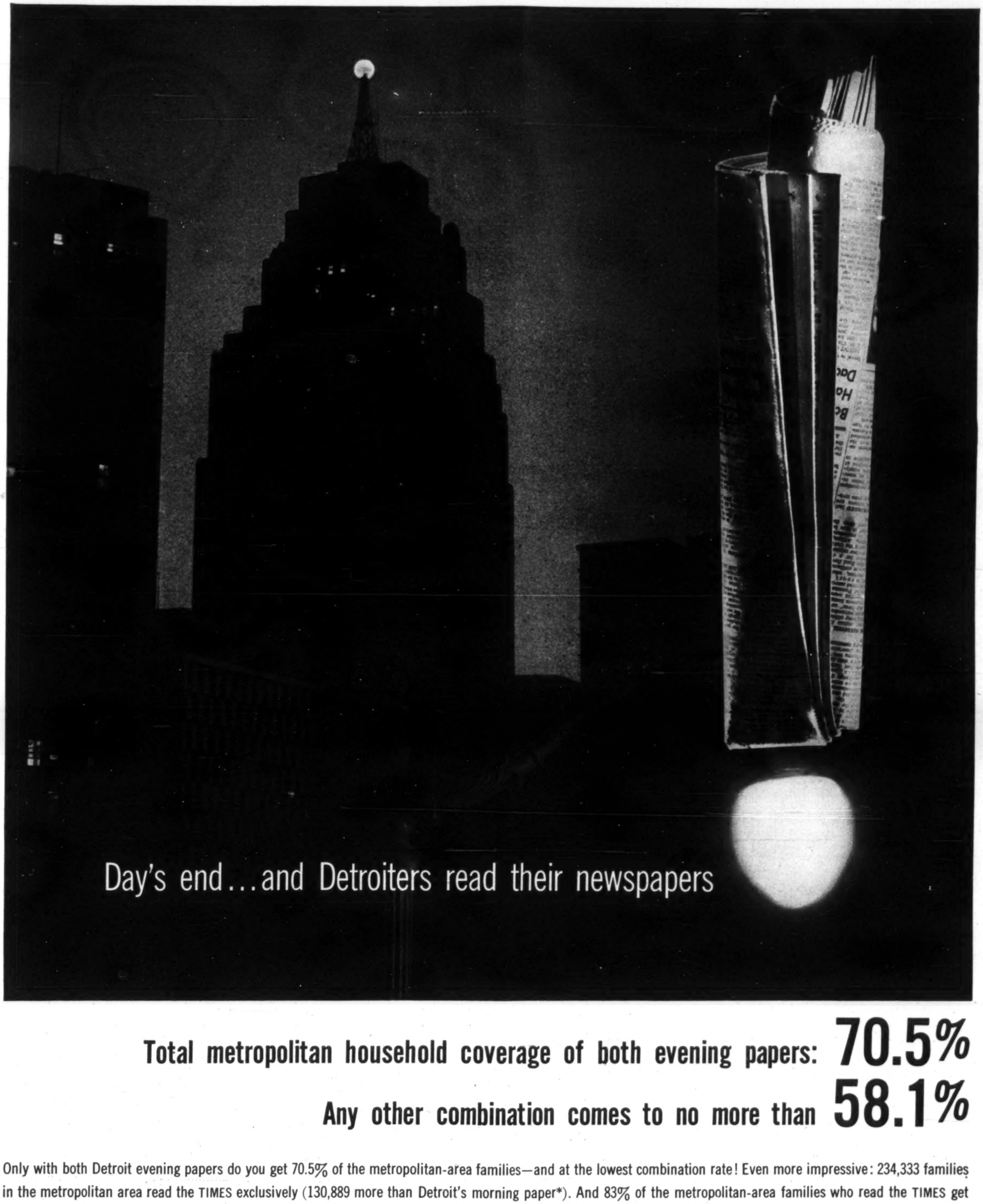
Doing ads like this is the greatest contribution we can make toward a higher standard of public acceptance, appreciation and understanding of the power of the word—advertising—the greatest force in the world for progress through persuasion.

Paul H. Dyal,
The House of Dyal, New York.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG
SAN FRANCISCO CENTRAL TOWER


YOU CAN'T COVER NORTH CAROLINA
WITHOUT THE
WINSTON-SALEM JOURNAL AND SENTINEL
WINSTON-SALEM JOURNAL

. . . because the Journal and Sentinel not only deliver over 100% penetration in the Winston-Salem metropolitan area but also offer over 70% penetration in an important 11-county trading area. Nothing else covers this area like North Carolina's COLORACTION newspapers—the Journal and Sentinel. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

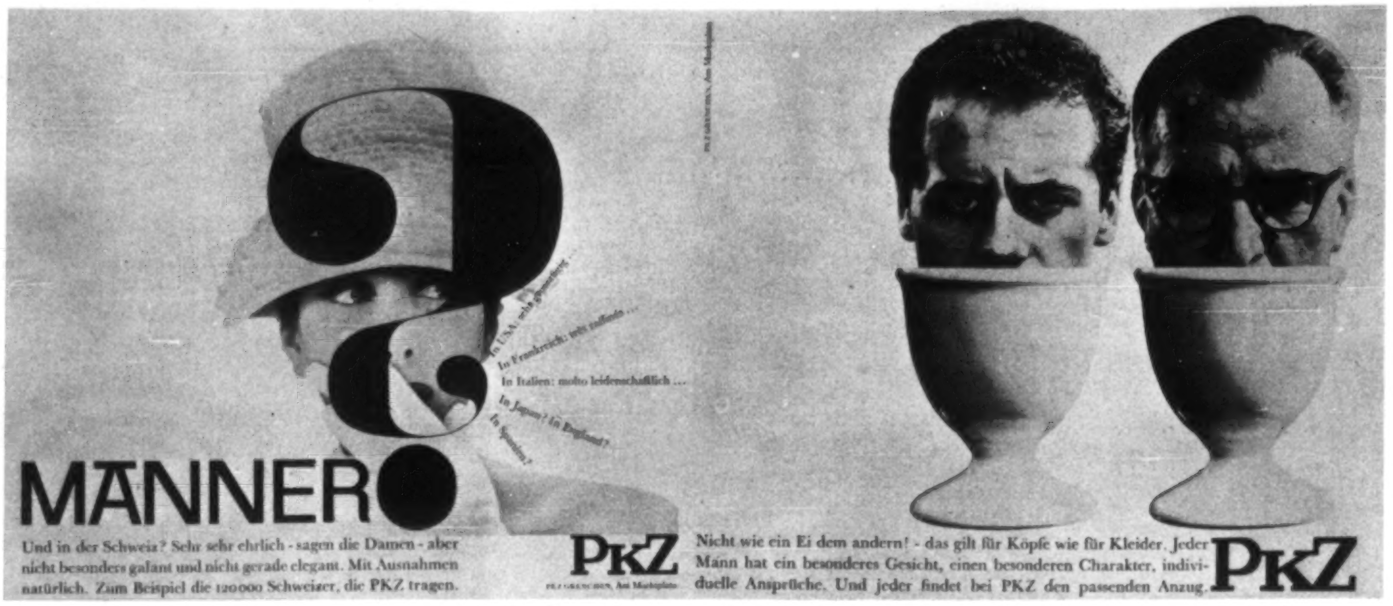
Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

*Detroit News 5th Quinquennial Survey

EVERY HOUR
NEW YORK TO
BOSTON
AT 15 MINUTES AFTER EVERY HOUR
Between 6:15 AM and 12:15 AM from LAGUARDIA (except 11:15 PM)
Use your Diners' Club or Carte Blanche Card
Call a travel agent or
NORTHEAST AIRLINES


MÄNNER
In Frankreich: sehr raffiniert ...
In Italien: molto leidenschaftlich ...
In Japan? In England?
In Spanien?
PKZ
PKZ

Und in der Schweiz? Sehr sehr ehrlich - sagen die Damen - aber nicht besonders galant und nicht gerade elegant. Mit Ausnahmen natürlich. Zum Beispiel die 120000 Schweizer, die PKZ tragen.

Nicht wie ein Ei dem andern! - das gilt für Köpfe wie für Kleider. Jeder Mann hat ein besonderes Gesicht, einen besonderen Charakter, individuelle Ansprüche. Und jeder findet bei PKZ den passenden Anzug.

PKZ BUILDS IMAGE—*A sign of the times in today's prosperous Europe is the emergence of striking image-building advertising by companies which previously shunned the public spotlight. An example is the campaign just launched in Switzerland by PKZ, Swiss manufacturer of ready-made clothes. PKZ, which also maintains 18 stores, uses dominant photographs and punchy copy to make the point that the PKZ-dressed man stands out in a crowd. Adolf Wirz Advertising, Zurich, is the agency.*

TALK ABOUT COVERAGE!
9 OUT OF 10 FAMILIES
9 OUT OF 10 FAMILIES IN METROPOLITAN NASHVILLE; 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE, GET ONE OR BOTH OF THESE NEWSPAPERS
Nashville Banner — PLAN $16 MILLION IN HOMES — Evening
THE NASHVILLE TENNESSEAN — MID-STATE GAINS NEW PLANT — Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Europe Market for U.S. Goods Grows Juicier, F&S&R Told

NEW YORK, Oct. 18—"The rich in Europe have always lived well. Now the average European family is beginning to demand an American standard of living and can afford to pay for it."

This message was delivered by Sidney Horniblow, managing director of Service Advertising, London, at the opening of a two-day international conference held in the offices of Fuller & Smith & Ross.

Some 30 agency and client officials gathered to hear the dimensions of the international market staked out. F&S&R places advertising overseas through 72 affiliate agencies.

Mr. Horniblow, head of F&S&R's British affiliate, emphasized that Europe today is "a prosperous continent growing rapidly more prosperous—a sight that should tempt any ambitious American marketer."

■ He pointed out that between 1953 and 1958 per capita income (adjusted to discount inflationary trends) advanced 31% in Germany, 26% in Italy, 21% in France, 18% in the Netherlands, 10% in Belgium, 9% in Britain, 15% in Sweden, 19% in Switzerland, 40% in Austria and 14% in Portugal.

"Probably for the first time in history," he added, "not just a few European families but the majority have money to spend the way they want to spend it."

For U.S. companies interested in entering the European market, he offered this five-point program: get your own man on the spot; rely on local people for advice; determine early in the game which are the most promising markets to tackle; build national organizations staffed and run by Europeans; and plan 10 years ahead.

■ "The real payoff will come in 10 years' time, when we have our one united European market," he concluded.

Clients represented at the conference included Aluminum Co. of America, American Optical, Austin Co., Hercules Powder, Raytheon Co., Skil Corp. and Universal C.I.T. Credit Corp. #

Five Stations Join Mutual; KOY Is Full ABC Affiliate

KQBY, San Francisco, and KBUZ, Phoenix, "good music" stations owned by Sherwood R. Gordon, have joined Mutual Broadcasting System, effective Oct. 30. Both stations are former independents, KQBY having left Mutual early in 1960. WISE, Asheville, WAYS, Charlotte, N. C., and KRAK, Sacramento, Cal., all former independents, also have become Mutual affiliates.

KOY, Phoenix, and the other eight stations of the Arizona Network, which have been dual affiliates with Mutual and ABC Radio, will become full ABC affiliates, effective Oct. 30. Other stations of the Arizona Network are KSUN, Bisbee; KVNA, Flagstaff; KAAA, Kingman; KNOG, Nogales; KNOT, Prescott; KHFH, Sierra Vista; KTUC, Tuscon; and KVOY, Yuma.

Sulka Plans Christmas Push

A. Sulka & Co., New York, has allocated a $50,000 budget for its Christmas campaign, largest in its 65-year history. Ads are scheduled in the *Chicago Tribune*, *Complete Shopper*, *Esquire*, *The New Yorker*, *New York Times* and *Promenade*. Irving Serwer Advertising, New York, is the agency.

Drug, Proprietary Store Sales Up 6.8% in First Half: Nielsen

CHICAGO, Oct. 18—Sales of U. S. drug and proprietary stores reached $3.72 billion for the first six months of 1960—a 6.8% increase over the first half of 1959—according to A. C. Nielsen Co.

The increase was 9.5% for chain stores (four or more stores) and 6.1% for independent outlets.

In Nielsen's 26th annual "Review of Retail Drug & Proprietary Store Trends," the research company said that sales for 1959 were $7.11 billion, a 7.9% increase over 1958. Again the increase was greater for the chains (13.4%) than the independents (6.6%), although the independents brought in $5.64 billion of the total, against $1.47 billion for the chains.

■ Comparing retail drug and proprietary dollar volume with other economic factors, Nielsen noted that drug sales in '59 were 38% larger than in 1955, compared with 23% for consumer disposable income, 21% for gross national product and 7% for total domestic population.

Nielsen said the gains were relatively uniform throughout the country, with the increases in its nine geographic areas ranging from 10.8% in the east central region to 5.7% in New England.

The Nielsen booklet, forecasting for the decade of the '60s, says: "In view of the great progress made by drug and proprietary stores during the 1950s, it is interesting to project some of these trends into the current decade to help visualize the progress of the retail drug industry during coming years. For example, dollar volumes of drug and proprietary stores have averaged close to an 8% gain each year since 1950.

"If, by being very conservative, an increase of at least 5% might be anticipated during the 1960s, it would mean that by 1970 retail drug and proprietary stores can expect an annual volume pushing close to the $12 billion mark." #

'HB' Boosts Yergens, Reock

Paul E. Yergens has been named advertising director of *House Beautiful*, New York, in addition to his duties as business manager. He succeeds Calvin Herge, who now is advertising director of *Good Housekeeping*. John Reock has been promoted from a sales representative in the Chicago office to manager of *House Beautiful's* Cleveland office.

War is Hell
But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.
CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC
7 witn Washington, N. C.
"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

This
is the spot for a commercial

Millions of voters will listen to election returns on radio next month, and they'll hear your message and vote for your product, too, when you schedule Spot during Radio's election coverage.

KOB	Albuquerque	WKMH	Detroit	KSTP	Minneapolis-St. Paul	KPOJ	Portland	KFMB	San Diego
WSB	Atlanta	KPRC	Houston	WTAR	Norfolk	WJAR	Providence	KMA	Shenandoah
WGR	Buffalo	KARK	Little Rock	KFAB	Omaha	WRNL	Richmond	KREM	Spokane
WGN	Chicago	WINZ	Miami	WIP	Philadelphia	KCRA	Sacramento	WGTO	Tampa-Orlando
WFAA	Dallas-Ft. Worth	WISN	Milwaukee			WOAI	San Antonio	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Manitowac Names Tobias

Manitowac Equipment Works, Manitowac, Wis., manufacturer of freezers and freezer refrigerators, has named Tobias, O'Neil & Gallay, Chicago, to handle advertising and publicity.

ASSOCIATES—*Karl Bishopric (right), president of Bishopric/Green/Fielden, with his islander affiliate, Gerry Dunlop, head of Gerry Dunlop & Associates, Jamaica, B.W.I.*

'Mid Pleasures and Palaces . . .

Bishopric/Green/Fielden Sees Sunny Future in Pleasant, Prospering Miami

Will Bill $4,200,000 in '60; Predicts It May Hit $10,000,000 by '65

By John Crichton

MIAMI, Oct. 18—This city is an advertising cockpit.

From 1954 to 1958, the number of advertising agencies in Miami increased from 29 to 86, while total billings in the area rose from $8,301,000 to $16,795,000. These figures are for agencies with employes; when the 36 agencies which have no employes are added, the 1958 billing is increased by $344,000. In 1954, agency employment was 165; in 1958, it reached 333.

The biggest of the Miami agencies is Bishopric/Green/Fielden, which billed $100,000 in 1947; $1,000,000 in 1954; and expects to bill $5,000,000 in 1961. It is already billing at the $5,000,000 rate, but probably won't actually bill more than $4,200,000 in 1960.

It estimates that it will bill $10,000,000 in 1965.

■ During the past two years the agency has grown rapidly through a unique concept—acquisition of partial ownership in affiliated agencies. In BGF's case these are Radcliffe Advertising in Jacksonville; Gerry Dunlop & Associates in Jamaica, B.W.I.; and Woody Kepner Associates, Miami. The last is a pr affiliate housed within the agency. At the moment the parent company owns stock in the affiliates; the plan is for the principals of the affiliates to acquire parent company stock.

Jack Green

W. A. Fielden

Altogether, the four companies employ about 95 people: 58 in BGF, Miami; 15 in the Kepner pr affiliate; 7 in Radcliffe, Jacksonville; and 15 in Jamaica, where the Dunlop agency also operates a sign and display shop capable of doing anything from wooden cutouts to silk screen work. From a billing standpoint, BGF will bill about $3,000,000 in 1960; Kepner around $800,000; and the Jacksonville and Jamaica affiliates a combined $400,000.

■ The Jacksonville office was opened partially as a defensive move. BGF likes to think of itself as a statewide agency, and there was a marked move of advertisers to Jacksonville for the booming North Florida area. Dunlop came to BGF, spurred by a large advertiser who wanted stateside production knowhow and facilities. Somewhere in the future is more expansion, with Tampa and San Juan, P.R., likely prospects.

BGF handles about 30 accounts, no one of which is responsible for more than 10% of the billing—a diversification that makes BGF quite happy. The two largest accounts are Florida Power & Light Co. and Pepsi-Cola Florida Bottlers.

Radcliffe has 15 accounts in Jacksonville; Dunlop in Jamaica has 36 (including such topnotchers as Colgate-Palmolive); and Kepner's pr accounts number about 20 during the year, rising to 30 in the winter season.

■ BGF is a young agency. It owes its genesis to the decision of Houck & Co., Richmond, to try to establish a Miami branch in 1947. Houck had sent Richard Carter, a Roanoke newspaper editor, to establish the office. It also sent a 22-year-old media man, Karl Bishopric. When Mr. Houck tired of the Miami scene, Mr. Bishopric and friends bought his interest. W. Arthur Fielden, once a professor of accounting at Michigan and later head of Campbell-Ewald's radio-tv department, also came from Houck. He handles Florida Power and Pepsi Bottlers. Jack I. Green—the third name on the door—had worked in New York, and was running an art studio in Miami when he decided to throw in with Bishopric, where he is the creative director. Mr. Green's father, Ben, had run his own agency in Newark, but retired. Later he joined BGF as research director, and now contemplates his second retirement—having been in business 50 years, 40 of them in agencies.

■ In 1957 the agency was strengthened by the addition of Charles H. Whitebrook. The fourth principal, he is perhaps the most widely experienced of BGF's top echelon. He worked in New York with Norman D. Waters & Associates, then was a partner in Harris & Whitebrook, Miami.

It was in 1957 that Woody Kepner launched his pr operation with BGF. He was previously pr director for the city of Miami.

Two factors give the agency stimulus to expansion. One is the changing character of the Florida market. Once it was basically tourist and resort promotion, but BGF has no Miami hotel. It had the bankrupt Hotel Everglades as a client, something it can view with equanimity since Bishopric believes firmly in credit insurance—even if the hotel was its first credit loss. The new trend to industrial expansion in Florida, mirroring in many ways the rush to Southern California by industry, has plunked down a new group of advertising prospects. In the second place, national agencies are reviewing the Florida situation, and BGF is well aware of McCann-Marschalk, Grant Advertising and J. Walter Thompson Co.

■ One of the advantages held out to affiliates is BGF's membership in Continental Advertising Agency Network. Each affiliate is automatically taken into the network and can draw on CAAN's national and international facilities.

The agency has invested in facilities, because it has little outside service to draw on. It put in its own photostat lab, for instance, because of a scarcity of stat houses in Miami. It sends staffers to such

(Continued on Page 88)

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance . . . uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath, radio.

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore

42nd St. at Lexington Ave., New York 17, N. Y.
MU 6-6000
C. C. Philippe, Executive Vice-President and General Manager

A GIFTED REMEMBRANCE FOR YOUR VALUABLE CLIENTS!

"MUSIC
COMPOSED FOR
ROYALTY
IN AN
ALBUM FIT
FOR KINGS."*

An unforgettable combination! Six superb recordings representing a significant collection of Baroque music PLUS the mastery of never-before-published **Picasso** prints on every record jacket.

The ideal gift for your clients . . . your business associates . . . your friends . . . yourself!

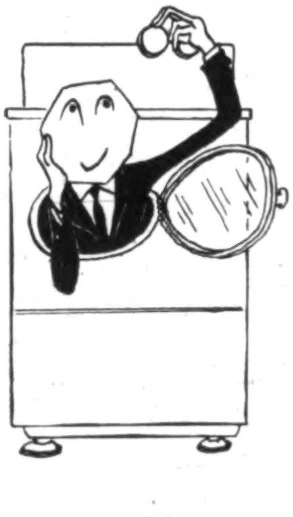
Each side of each recording is a complete score and without interruption you enjoy Handel, Haydn, Telemann, Mozart, Vivaldi, Beethoven, Bach, and Purcell.

Available in deluxe handsome gift box, the complete set of six records is $30.00 for monaural or $36.00 for stereo. Special discounts for orders of 10 or more sets. Let us know your requirements — but hurry — this edition is definitely limited.

(Recordings are also available singly — $5.00 mono or $6.00 stereo.)

WRITE TODAY: AMERICAN SOCIETY, 1650 BROADWAY, NEW YORK, N. Y. OR CALL PLAZA 7-6081

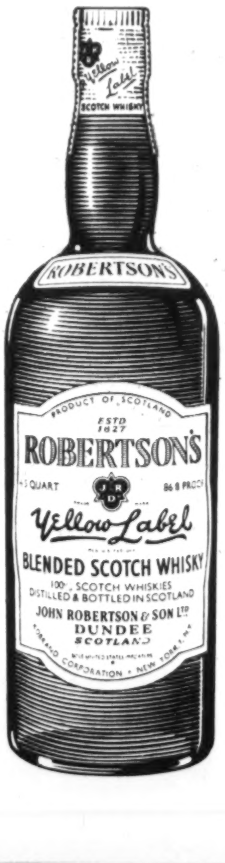
*SAN FRANCISCO EXAMINER



in Westchester
the new view is important

WESTCHESTER'S MORNING NEWSPAPER
DAILY TRADER
55 Church St., White Plains, N. Y.

REPRESENTED NATIONALLY BY
RALPH R. MULLIGAN
NEW YORK-CHICAGO-DETROIT-LOS ANGELES



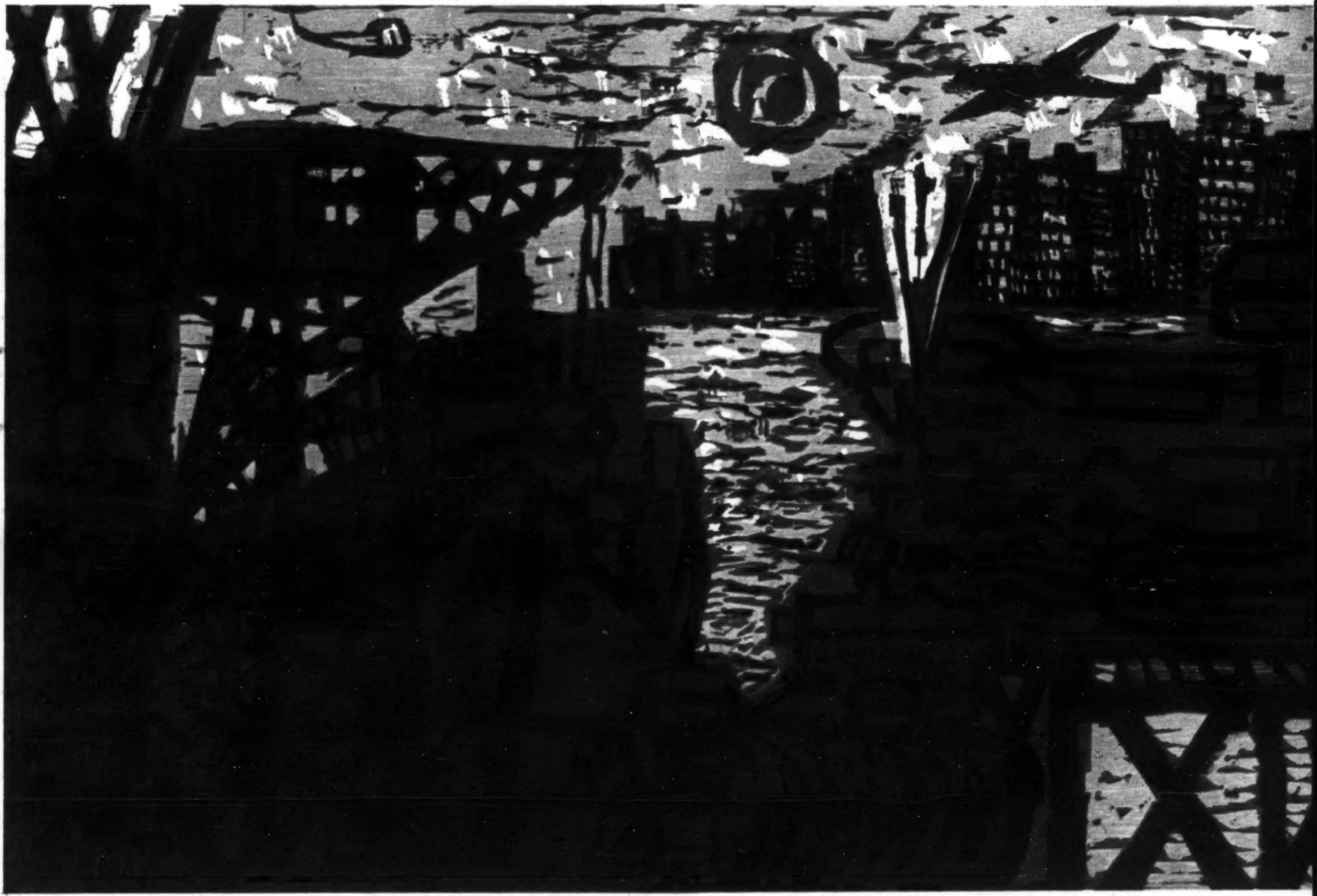
Unchanged Since 1827

ROBERTSON'S
YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N. Y. 1, N. Y.

Business America / 1

CITY OF THE BIG SHOULDERS

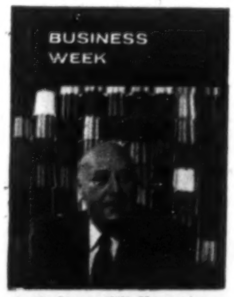
CHICAGO . . . *"city of the big shoulders,"* Carl Sandburg called it. Along its lakefront now you see ocean ships from all the world, busily adding a new label, "great seaport," to its business distinctions: "Nation's rail center," "Nation's air center," "meat and wheat center." Within its muscular metropolitan area lie 4% of U. S. retail activity, 6% of all manufacturing – and, logically, 5% of Business Week's U. S. circulation. What magazine can better match the needs of Business Week's 255 management subscribers at Motorola . . . the 295 at International Harvester . . . the 183 at Inland Steel? For there is no other magazine "like" Business Week. From its news bureaus around the world, it sends Business America the news for business use . . . swiftly enough to be fresh, but with pause enough to be selective and accurate. It has just one job, one kind of reader. In bustling Chicago, as everywhere in Business America, where you find Business Week you find management men – well-informed. And, well-informed by your advertising, they have the power to act.



Max Kahn

A lithographed reproduction of this woodcut by Chicago's Max Kahn, size 15" x 22", is available when requested on your business letterhead.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

SELL IN SURGING SO. BEND
SB

"Brawnski Will Be Big In The Media Department"

Sharp lad that Brawnski . . . he won't pass over a market with an average household income of $7553*. And obviously he has the word on the entire South Bend market . . . 15 counties with over $1.7* billion in buying power.

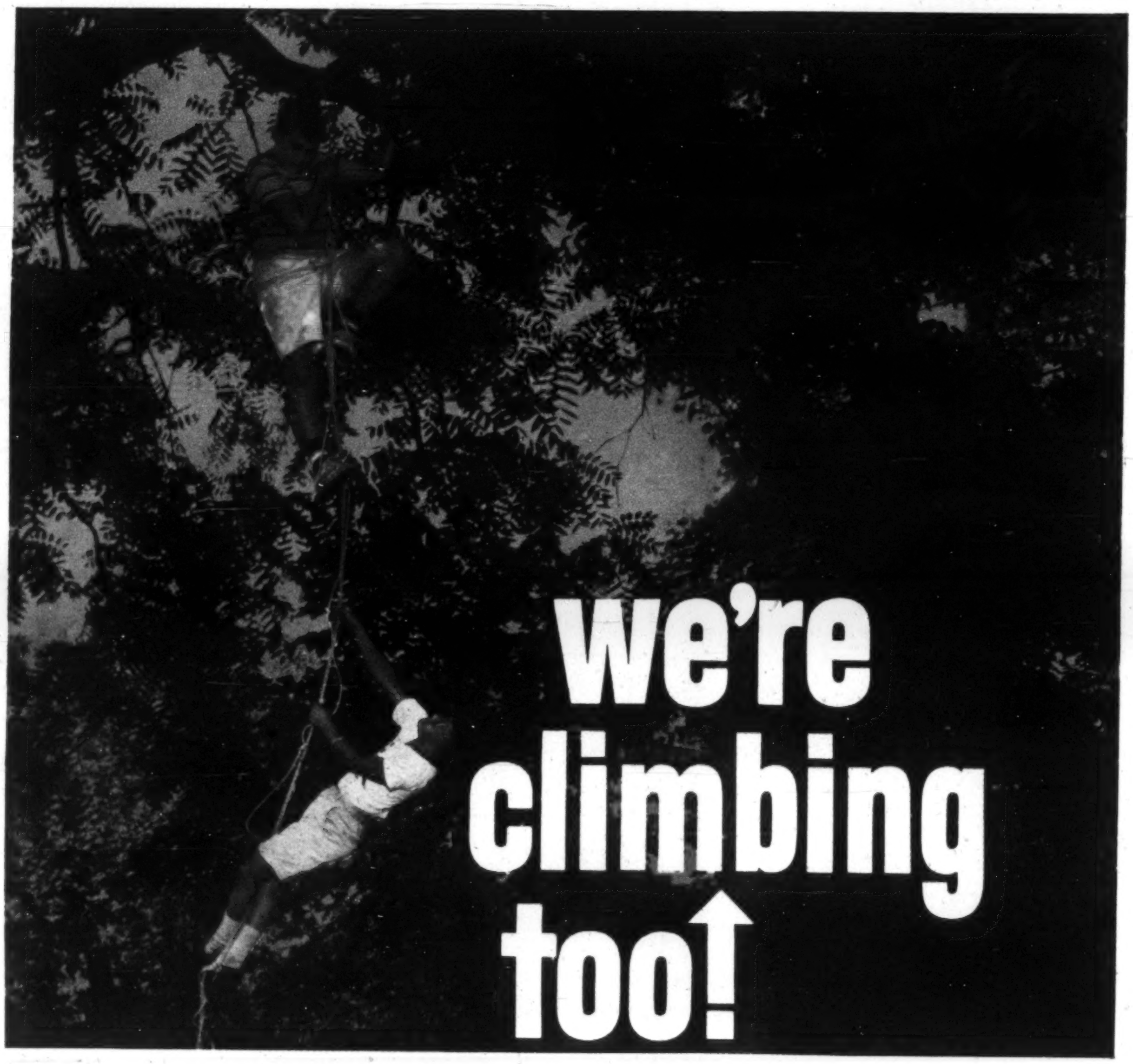
You can't afford to penalize your sales efforts in a market of this scope . . . it calls for an all-out aerial offensive! And no station reaches South Bend aerials like WSBT-TV! With top CBS shows and popular local programs, WSBT-TV delivers 45% share of sets in use. Get the latest signals from your Raymer man.

*Sales Management 1960 Survey of Buying Power.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

Ask Paul H. Raymer,
National Representative


we're climbing too!

Yes, the circulation of The Ann Arbor News has climbed pretty high in the past decade to keep pace with the fast tempo of population growth of this newspaper's market as revealed in current census figures.

While the population of The Ann Arbor News market area, roughly Washtenaw County, was increasing 27 per cent to the recent census count of 171,278, The News' circulation shot up 43 per cent to 27,548 for the ten-year period ending in 1959. Present net paid daily circulation is 28,889.

This unparalleled coverage is but one of the unique features of one of Michigan's outstanding markets. For further information, see a Booth representative today.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 ● Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 ● Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 ● William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Bishopric/Green/Fielden . . .

HUDDLE—*Three B/G/F executives solving a problem are (l. to r.) Ben C. Green, research director, Nancy Gregg, art manager and Donald Dewar, production manager.*

meetings as the Harvard seminar of the Advertising Federation of America and the creative workshop and agency management seminars, sponsored by ADVERTISING AGE. It operates its own trainee program and cooperates in the University of Miami's internship program.

The agency's strategy has been to be somewhat overstaffed, figuring on having fewer people than it will need "six months from now." The agency hopes to be known throughout the East as "that agency in the South."

■ The agency growth is not really patterned. BGF has no new business department. Almost any of the top four men might be in on a new business presentation. Most of its business has come from referrals, although it does run a direct mail campaign. It has a cardinal principle—be nice to media men. Every salesman who calls is seen. And the intelligence passed along by salesmen gets quick attention from the BGF group.

The BGF men have long since accustomed themselves to the standard reaction to Miami. They don't bother to tell visitors that fishing and golf and the blue Gulf Stream are mainly for visitors; that an ad agency working away might almost as well be in an industrial city. The vast and variegated hotels that jut up from the beach have little in common with the humming city, rapidly becoming an industrial center, increasingly preoccupied with problems of international and Latin American trade. Take away the palm trees and the tropic skies, and it might as well be Baltimore. #

Richard Manning Named 'Popular Boating' Publisher

Richard Manning

Richard Manning has been named publisher of *Popular Boating*, a new post. He also will continue as advertising director of the Ziff-Davis magazine.

Mr. Manning joined *Popular Boating* in 1956 as its first ad manager. Before that he was on the sales and promotion staffs of *Yachting*.

'Newsweek' Names Two

Jack Bedell, formerly with the Television Bureau of Advertising and Kenyon & Eckhardt, has joined the advertising research department of *Newsweek*, New York. Stearns R. Ellis, formerly with Jack Morton Productions, has joined Newsweek International as West Coast ad representative in San Francisco.

JOAN IS SCARED SILLY

It's Joan's first formal, and she seems to be having a ball. But don't be taken in by her smile. Because Joan's face, like yours, is often a mask—expressing joy to hide sorrow—interest to cover up boredom—confidence to camouflage insecurity.

To get to know someone well . . . well enough to like you, to trust you, to buy your product . . . you've got to see behind the mask . . . back where needs, desires and opinions are born.

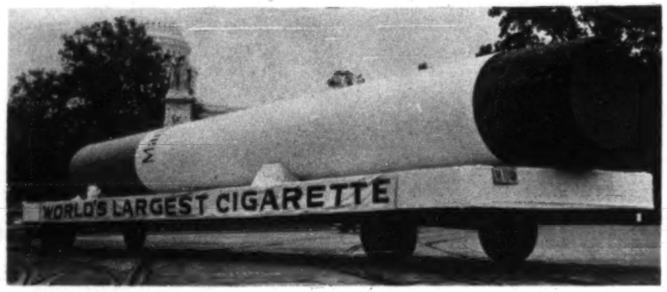
Trying to peek behind the mask is a full-time job at McCann-Erickson. It's done by watching people . . . talking to people . . . understanding people . . . so you can make them understand you. It's an important part of the process called The Personal Approach.

McCANN-ERICKSON, INC. · THE PERSONAL APPROACH

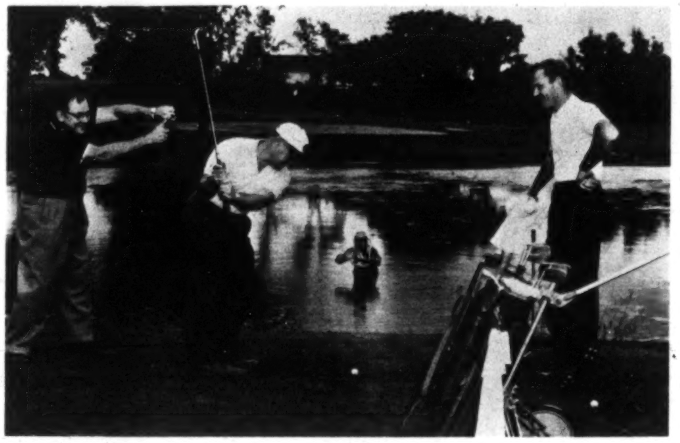
Bertrand **Keswick** **Kobus** **Greeley** **Strouse** **Winston** **Finnegan** **Thiele** **Burnett**

FOOD AND CHAT—*Lunch time and break time were talk times at the central region meeting of the American Assn. of Advertising Agencies in Chicago last week. Gordon Keswick, Needham, Louis & Brorby, escorted Eleanor Bertrand and Loretta Kobus of Foote, Cone & Belding to one session. Charles Winston, also of FC&B, discussed the program with two other Four A's officers, Norman Strouse, J. Walter Thompson Co., and Joseph Greeley, Leo Burnett Co. At lunch Leo Burnett and Ed Thiele, of Burnett, reviewed the talks with S. F. Finnegan of J. Walter Thompson Co. (Story on the central region Four A's meet is on Page 64.)*

PHOTOGRAPHIC REVIEW

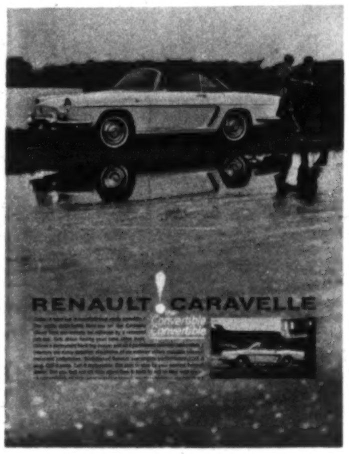


CIGGY BIGGY—*The world's largest "cigaret"—a Marlboro 40' long and 4' in circumference—passes in front of the nation's Capitol enroute to Griffith Stadium to make its tv debut in a series of commercials filmed there. The "cigaret" was engineered so that its tip glowed and smoke curled from the end nearest the camera.*



Schap **Schroeder** **Leypoldt** **Gruesser**

SPLASH IN ONE—*Neither water nor high jinx upset Eugene Schroeder, account executive, Cramer-Krasselt Co., Milwaukee, at the agency's 14th annual golf jamboree. Trying to sidetrack Mr. Schroeder are Emil Schap, account executive, and Skindiver Rick Leypoldt, account service, of the agency, and John Gruesser, secretary-treasurer, Badger American Electrotype Co., co-sponsor of the event.*



SEXY ETC.—*Renault Inc. is expanding its schedule in the final quarter of 1960 with color ads like this in Business Week, Motor Trend, Newsweek, The New Yorker, The Reporter, Road & Track, Sports Car Illustrated, Sports Illustrated, Sunset Magazine and Time. Needham, Louis & Brorby is the agency.*

Graham **Carino** **MacRae** **Goldman** **Gaither** **Lee** **Naylor** **Bartlett** **Meagher** **Brakefield** **Michael**

NAB ATLANTA—*Relaxing at the regional meeting of the National Assn. of Broadcasters in Atlanta are Walter Graham, WRBL, Columbus, Ga.; Lawrence Carino, WWL-TV, New Orleans; William MacRae, Television Bureau of Advertising; Paul H. Goldman, KNOE-TV, Monroe, La.; Mrs. Frank Gaither, WSB, Atlanta; Terry Lee, WAGA-TV, Atlanta; Oliver Naylor, WBRC-TV, Birmingham; Marcus Bartlett, WSB-TV, Atlanta; John Meagher, NAB; C. B. Brakefield and Jack Michael, WREC-TV, Memphis.*

Hardwick **Gibbens** **Cohen** **Holiday** **Waugh** **Stapp** **Perna** **Sherman** **Schmid** **Parham**

BROADCASTERS—*Socializing at the regional meeting of the National Assn. of Broadcasters in Atlanta were Carter Hardwick, WSFA-TV, Montgomery; Tom E. Gibbens, WAFB-TV, Baton Rouge; Stan Cohen and Stanley Holiday, WDSU-TV, New Orleans; Irving Waugh, WSM-TV, Nashville; Jack S. Stapp, WKDA, Nashville; John J. Perna Jr., Gill-Perna, New York; Barry Sherman, WIXI, Atlanta; Robert A. Schmid, Headley-Reed Co., New York; and Carter Parham, WDEF-TV, Chattanooga.*

IF YOU SPEND MORE THAN A MILLION DOLLARS IN TV–

You Need **TV Q**

Accurate, Qualitative Data to Help You Evaluate TV Programs and Personalities

If you spend a million or more dollars per year in television and have a good research department, you can get more out of your TV investments by using TV Q.

TV Q is the national **qualitative** television research service that supplements ratings. It provides valuable and accurate information about the **basic** appeal to viewers of all network TV programs and the **primary** markets they appeal to—information vital to the selection of the **right** program atmosphere for bringing an advertiser's message most favorably to the attention of the people most likely to buy his products. **This is information not available from any other source.**

TV Q also provides similar data about the **attitudes** individuals have toward TV performers and personalities.

TV Q provides exclusive **qualitative** information that leads to **correct** decisions—the kind of decisions that make TV advertising more successful—at an annual cost of less than a fraction of the cost of one commercial minute.

For more information, ask your agency* or ask us.**

The following agencies plus ABC and NBC are current TV Q subscribers:

Ted Bates
BBDO
Benton & Bowles
DCS&S
D. P. Brother
Foote, Cone & Belding
Guild, Bascomb & Bonfigli
Kenyon & Eckhardt
Ogilvy, Benson & Mather
J. Walter Thompson
Young & Rubicam

TV Q—A Service of Home Testing Institute

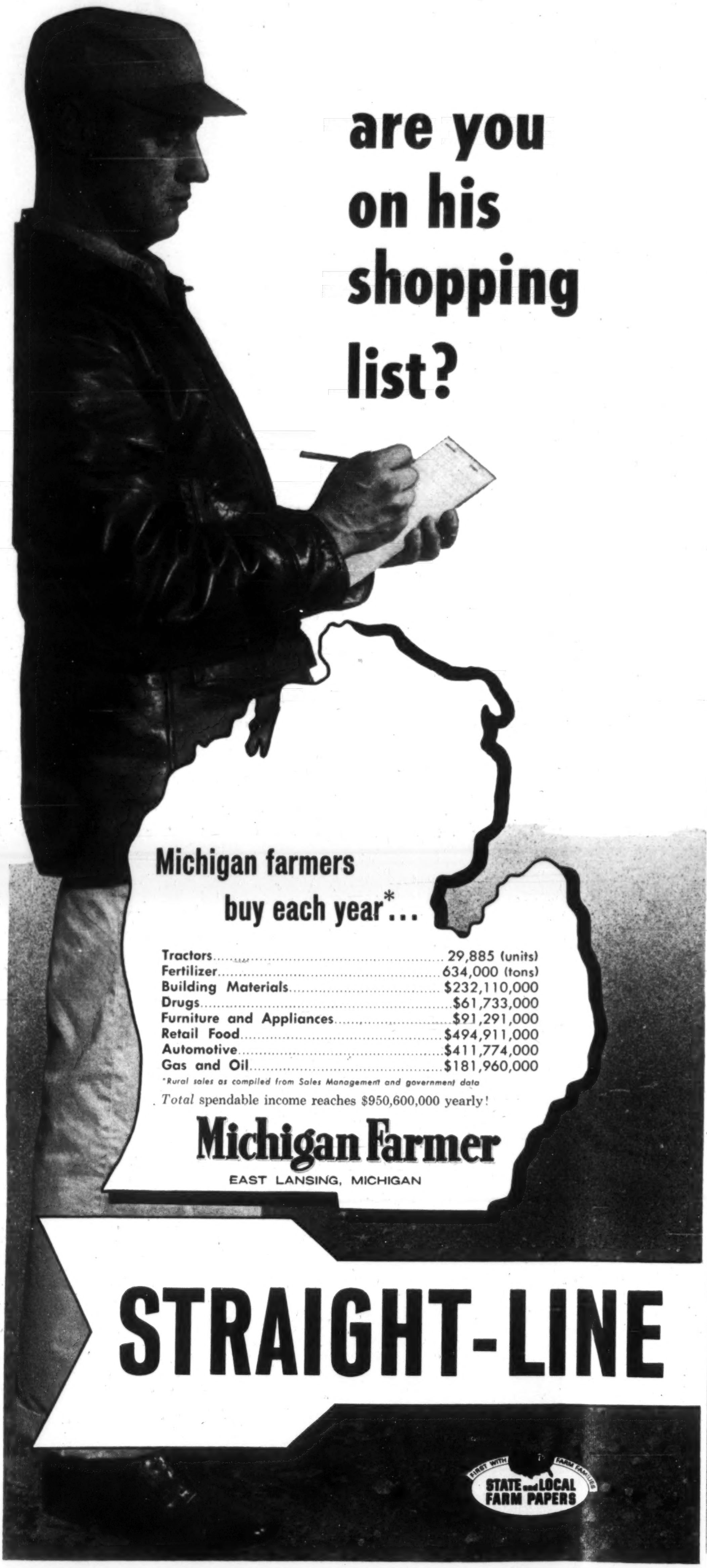
Home Testing Institute is an independent consumer marketing research organization that conducts surveys and product tests through a national consumer panel of over 50,000 families. Most of the larger agencies, many smaller agencies, and such organizations as General Foods, Philip Morris, Chesebrough-Ponds, McCall's, Campbell Soup, Du Pont, California Packing (Del Monte) and Warner-Lambert are among HTI's more than 100 clients.

****For information about TV Q, please contact Henry Brenner or Herb Altman.**

For information about Home Testing Institute surveys or product tests, please contact Henry Brenner, George Gagnon, or Helen Hildebrand.

home testing institute inc./TV Q

90 MAIN STREET • PORT WASHINGTON, NEW YORK • POrt Washington 7-7520



are you on his shopping list?
Michigan farmers buy each year*...

Tractors	29,885 (units)
Fertilizer	634,000 (tons)
Building Materials	$232,110,000
Drugs	$61,733,000
Furniture and Appliances	$91,291,000
Retail Food	$494,911,000
Automotive	$411,774,000
Gas and Oil	$181,960,000

*Rural sales as compiled from Sales Management and government data

Total spendable income reaches $950,600,000 yearly!

Michigan Farmer

EAST LANSING, MICHIGAN

STRAIGHT-LINE
FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

Four A's Hires PR Counsel to Aid in Bettering Ad Image, Gamble Reveals

(Continued from Page 1)

& Bonfigli, San Francisco, suggested that the agency members of the western Four A's region, because of their "flexibility," name an ad manager and an agency and undertake to show the rest of the country how the advertising industry should advertise itself.

■ Mr. Guild outlined a plan for a consumer advertising program on behalf of advertising.

He said that what advertising needs is a campaign on the order of the continuing print effort mounted by the Knights of Columbus; the situation, he said, is analogous in that the KC campaign forthrightly replies to criticisms of the Catholic Church, just as a campaign of "advertising to advertise advertising" would meet widely heard criticisms of the ad business.

There has not been such a campaign, he said, "perhaps because we have been too selfish.

"We have been acting like clients, not like admen," he said, "and it's time we started acting like admen."

■ He suggested that a committee be chosen by the Four A's western region to outline a program. To carry out the program, a paid ad manager would be chosen, who in turn would choose an agency to handle the consumer campaign. Since media probably "would welcome" a chance to aid the campaign, the advertising probably would not pay a commission, Mr. Guild said; the agency therefore should be paid for its efforts on a cost-plus-fee basis.

■ Mr. Crisp, had a different solution. He presented figures showing (1) the reduction in numbers and (2) the growth in size of both big advertisers and the big agencies.

"Advertising power on the client side is being put to an increasing extent in the hands of a relatively small number of management teams," he said, adding that it is "not the scale nor the acceleration of the merger trend that poses a threat to the typical agency.

"The emerging pattern," he said, "is no longer one of a merger of weakness and strength. The companies that are merging today are more and more the larger companies." He cited Coca-Cola and Minute Maid; Warner Lambert and Minnesota Mining; Sylvania and Argus; Swanson and Campbell Soup; Best Foods and Corn Products; General Foods and S.O.S.; and Procter & Gamble and Clorox.

■ "One result of these mergers," he said, "is the consolidation in the hands of a single management team of a whopping advertising appropriation."

He then cited a "parallel growth in the volume and concentration of advertising volume and power in the hands of a relatively small number of big agencies.

"The ten largest agencies in 1949 had billings in the range from $32,000,000 to $98,000,000," he said. "The combined billing of the top ten agencies in that year was $582,000,000, an average of $58,200,000. Ten years later the range in billings of the top ten agencies was upward from $91,200,000 to $231,000,000. The total billings of those top ten agencies were $1.49 billion, and average billings were at the $150,000,000 mark."

■ He pointed out that over-all advertising volume has grown in the period but said, "While advertising volume in total has a little more than doubled, the billings of the ten largest agencies have increased at a rate which is some 40% greater than the growth in total advertising volume."

■ This trend, Mr. Crisp said, has meant that profits of the big agencies have grown at a faster rate than those of smaller ones, and also that their increasing economic power has made it possible for them to "corral an increasing proportion of the top talent in the country, particularly creative talent.

"This," he said, "tends to widen the qualitative gap between the service available from the very large and smaller agencies. This in turn tends to accelerate the growth of the very large agencies and to make life even more difficult—if possible—for medium-size and smaller agencies.

■ "The relationships I have just described represent either one of the most vicious circles in the history of American business, or the just rewards of superior performance. It all depends on your point of view—and on the size of your agency's billings.

"If I may use a gambling figure of speech, the big agencies are running the games," he said. "The house percentages are working—and working hard in their favor. All they have to do to wind up with all of the chips—distributed in a gentlemanly manner among the gentlemen members of one of the most exclusive clubs on earth—is to keep on doing what they are doing."

■ Mr. Crisp said that "the largest advertisers and the largest agencies are failing in one important respect in their responsibility to themselves and to the advertising community.

"They are failing," he said, "to 'plow back' part of their revenues to help maintain the health and source of that revenue—the advertising business. They are milking the cow, but they are not feeding it.

"It seems to me that the big-and-getting-bigger advertisers and the big-and-getting-bigger large agencies should pool just a little of their brainpower and financial power and address themselves to the task of a constructive interpretation of advertising to the American public.

■ Mr. Crisp then turned to a discussion of one of the results of the trend to the "marketing concept," the tendency for the ad manager to become subordinate in influence to the marketing management of his company.

"The title is still there," he said. "The passes to the media lunches are still there. But the responsibility attached to the position is not what it used to be. A substantial portion of the responsibility for the planning, coordination and execution of advertising plans has moved upstairs to the desk of the

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TV Adman's Glossary

CORONADO, Oct. 18—Discussing flaws in creativity, Allan B. Goldenthal, vp of U. S. Tele-Service Corp., told the Four A's what a number of key words in tv commercials have come to mean:

Ordinary . . . totally ineffective.
Miracle . . . it works.
Regular . . . antiquated.
New . . . regular.
Totally new . . . even the bottle.
New New New New . . . Certainly not more than six months old.

director of marketing.

"I have seen a good many examples, recently, of situations in which the full significance of this change has not been adequately recognized by agency management teams," Mr. Crisp said.

■ "The agency continues to work closely with the advertising manager. At his level everything is peaches and cream. Above his level is often a groundswell of dissatisfaction with the advertising program in general and with the agency's service in particular.

"In far too many situations the agency team allows itself to get painted into a corner on a lower floor. Perhaps the working team on the account in the agency has to build up and protect the advertising manager's position. After all, he's the client. Or is he?"

The effect of this kind of compartmentalized relationship, Mr. Crisp said, is to create a lack of understanding on the part of the company management of what it's agency is doing, which, he said, "could be an extremely important attack on advertising, an attack which is going to hurt because it is going to hit you in the pockets."

■ John H. Hoefer, president of Hoefer, Dieterich & Brown, San Francisco, and retiring chairman of the Four A's western region, explained attacks on advertising as the result of Americans' seeking a scapegoat for feelings of guilt about their role in the world and the affluence on their society.

"The average citizen, guilty about having more than his father or grandfather, guilty about his relative wealth, guilty about his opulence in the face of minimum survival standards in many foreign countries surrounding him, wonders how to atone for his feelings of guilt," Mr. Hoefer said.

"The easiest way is to find a scapegoat and to place upon his head all the iniquities of the children of Uncle Sam, and all their transgressions, and all their sins. And when these are placed squarely on the head of the goat, they send him packing off into the wilderness.

■ "I have already told you who the goat is. It's advertising.

"Say the people: It's that ol' debbil advertising that made us want these things, that are out of step with the things our grandfathers had, that are out of step with the sweeper in New Delhi. It's not us, say the people. It's not we who are weak. We are blameless.

"Sometimes I wish advertising really were as incredibly persuasive as its critics say it is. I guess everyone who ever tried to launch a new product, or the world's greatest idea, wishes the same thing.

Jack W. Smock, Young & Rubicam, Los Angeles, was elected western region chairman, succeeding John H. Hoefer.

John W. Davis, of Honig-Cooper & Harrington, San Francisco, was named vice-chairman, and Gaybert Little, of Little & Co., Los Angeles, was named secretary-treasurer.

■ Mr. Harding, pointing out that there is a sort of "gamesmanship (or perhaps I should say blamemanship) afoot in connection with the advertising business, in which critics are holding us responsible for everything they don't like.

"Let's get off the defensive," he said. "We contribute a service that is useful and that is vital to our economy. Why don't we rise in righteous indignation when we are called soft and indolent. Advertising plays a key hand in keeping our economy expanding." He was critical of a "new cult in the land which holds advertising at fault in what they call our country's excessive richness and devotion to the fleshpots." The "public sector" and the "private sector" of the economy are the same, he said, and only as the private sector is strong can we afford to pay for the public services.

■ William Winter, American Broadcasting Co. news analyst, told the convention of the pressing need for the U. S. to improve its image abroad and urged that the skills and practices of advertising be put to work to meet this need.

"We are not getting our image across to the peoples of the world," he said. "We are not making the impression that we must. The U.S. is spending less to promote itself in the world than any single large company spends on its products.

"When a business finds that a competitor is cutting into its share of the market, does that business turn to denouncing the competitor, to ridiculing it? No. The business undertakes market research to find out why the competitor is doing so well, and to find out what he can do to improve his product, his packaging, his sales promotion—to find out what the people want.

"We as a nation have done very little of this. We should employ in our dealings around the world some of the basic techniques of marketing and market research to compete with our adversary," he said.

■ William Randolph Hearst Jr. expressed a similar view to the convention.

"You have devised methods and techniques which could well be adapted to the missionary job we have ahead of us," he said. "I don't mean we should try to sell the world on the superiority of American civilization. But you people know that when you have a superior product, the big idea is to expose it to as many people as possible so that they can appreciate by themselves its better qualities."

■ Ken Snyder, vp and creative director of Needham, Louis & Brorby, Los Angeles, after pointing out in a creative session that in an adman's home people "talk during the programs and get shushed for the commercials," said, "True, there have been commercials that everybody shushes for. There have been many, but there should be more."

The adman, he said, "had better maintain the mood of the moment in delivering his message. Lamb chop panties will never disguise a meatball message, and people are ceasing to buy the commercials when they're smiled down an alley and then rolled." #

K&E Adds Canadian Pacific Unit Segments in Canada

Canadian Pacific Railway Co., Montreal, has appointed Kenyon & Eckhardt to handle its communications advertising in Canada. Formerly with McKim Advertising, which continues to handle the remainder—and vast bulk—of CP advertising in Canada, this business includes Teletype, Telex and telegraphic traffic services.

K&E is Canadian Pacific's U. S. agency.

Industrial Publishing Boosts 2

Industrial Publishing Corp., Cleveland, has named Thomas L. Dempsey publishing director of *Welding Design & Fabrication* and Charles A. Hill publishing director of *Modern Office Procedures*. Mr. Dempsey has been with the company since 1957, Mr. Hill since 1956.

BBDO Elects Two VPs

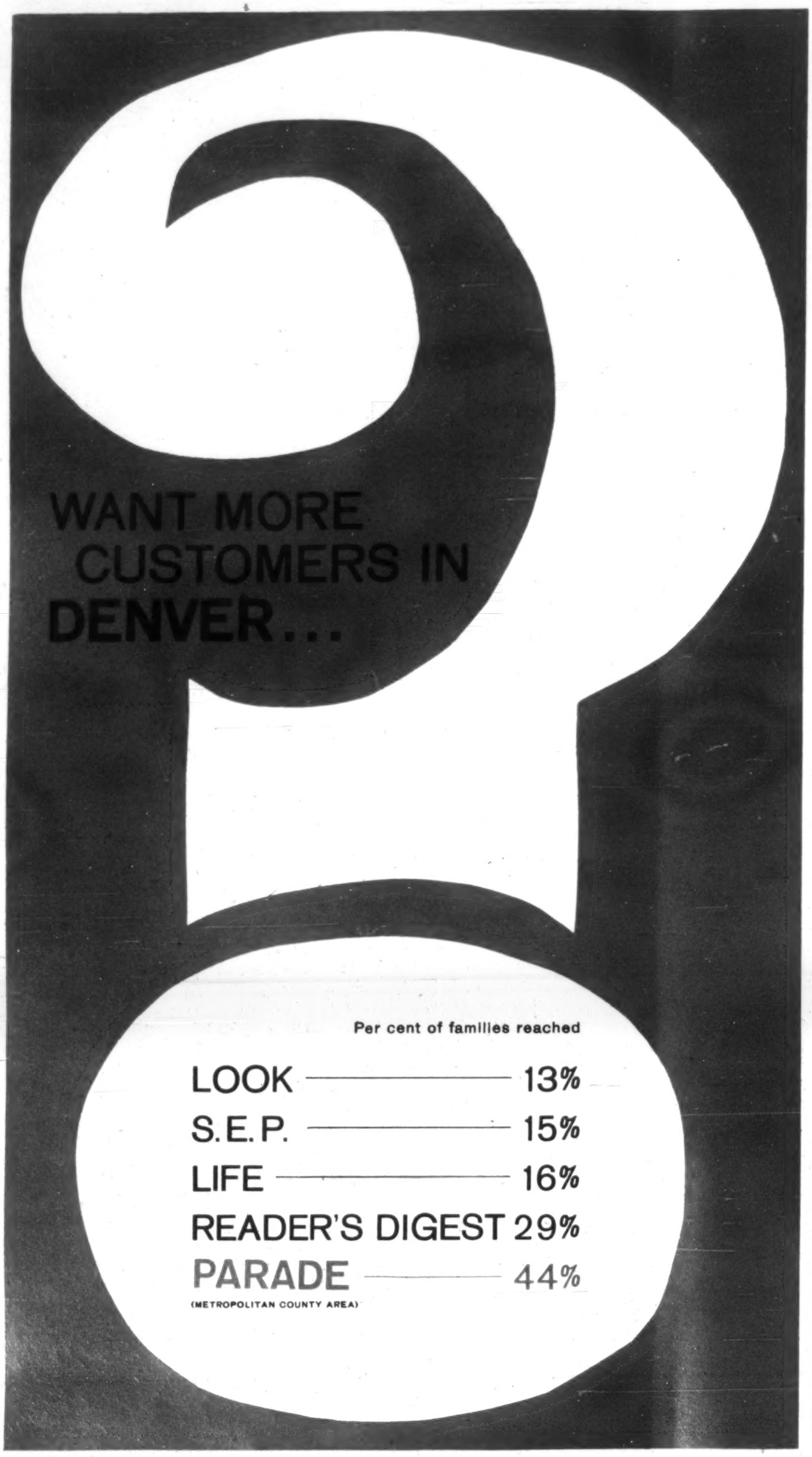
Robert H. Ellis, an account supervisor in the Minneapolis office of Batten, Barton, Durstine & Osborn, and James J. Jordan Jr., an account supervisor in the New York office, have been elected vps of the agency.

make
sure
you get
the order
ADVERTISING
RELATED
STATE FARM
PAPERS

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Michigan people and Michigan agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

Michigan Farmer
EAST LANSING, MICHIGAN
STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER



WANT MORE CUSTOMERS IN DENVER...

Per cent of families reached

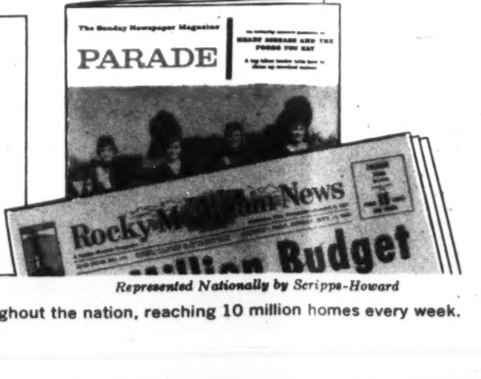
LOOK	13%
S.E.P.	15%
LIFE	16%
READER'S DIGEST	29%
PARADE	44%

(METROPOLITAN COUNTY AREA)

The things people of Denver read about in the **ROCKY MOUNTAIN NEWS** and **PARADE** on Sunday, move off the shelves on Monday and all week long

PARADE

THE SUNDAY NEWSPAPER MAGAZINE



Represented Nationally by Scripps-Howard

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

LA MUJER—*Hoy, Mexico City weekly, is bringing out a new women's magazine called La Mujer de Hoy (The Woman of Today), with stress on international fashions, homemaking and other features of general interest to Latin American women. Raymunda Ampudia (left), president and director general of editorial of Hoy, and Maria Eugenia Moreno, director general of La Mujer de Hoy, inspect the first issue.*

Farm Publishers Elect Officers

NEW YORK, Oct. 19—Vern Anderson of *Prairie Farmer*, Chicago, was elected president of the Agricultural Publishers Assn. at the annual convention of the organization here today. He succeeds Ray T. Kelsey of *Ohio Farmer*, Cleveland.

Vern Anderson

G. P. Swanson of *Oregon Farmer*, was reelected vp, and Irving W. Ingalls of *American Agriculturist*, was reelected secretary. New treasurer is J. W. Samplier of *National Live Stock Producer*.

■ The new board members of the association are Ray T. Kelsey; W.E. Boberg, *The Farmer*; Kenneth H. Constant, *Missouri Rivalist*; Tom Hickey, *Nebraska Farmer*; and Messrs. Samplier, Swanson and Anderson.

Mr. Anderson was also elected president of Farm Publications Reports Inc., the association's measuring service. Mr. Hickey was named vp and Mr. Ingalls secretary. Treasurer is W. B. Wiemers, of *Farm Journal*.

APA admitted its 34th member publication, *Kentucky Farmer*, Middletown, Ky. Farm Publications Reports admitted three to bring its membership to 39. The new members are *Wyoming Stockman-Farmer*, Cheyenne; *Indiana Farmer*, Indianapolis; and *Tennessee Farmer-Homemaker*, Nashville. #

WTRF-TV STORY BOARD

T. R. Effic!

Man versus motors: Strange, the more oiled a man is, the noisier he becomes.

wtrf-tv Wheeling

Dior tried it for awhile but now, only pawnbrokers are living off the flat of the land.

Wheeling wtrf-tv

Man versus woman: You can never tell about a woman . . . even if you can you shouldn't!

wtrf-tv Wheeling

Salesman Cy was telling Bob of his experience in the selling game . . . "I sold ladies stockings, too. When the woman of the house was really interested, I put them on for her."

"You must have sold plenty that way," commented Bob.

"No," said Cy. "My legs look lousy in women's stockings."

Wheeling wtrf-tv

Metropolitan Area versus TV Coverage Area: Check the Sept. 19 issue of TV Age and see how WTRF-TV is in the hub of the nation's 22nd TELEVISION COVERAGE AREA. Are you in the MARKET for selling? This is it! WTRF-TV sells the Wheeling-Steubenville Industrial Ohio Valley from Wheeling. Ask Hollingbery.

wtrf-tv Wheeling

Man versus cow: Then there was the dairy farmer who said, "All that I am I owe to udders."

22nd TV Coverage Area

Uncovering a lot of talent for our new show called the "Unmentionables". Video portion is great! By any chance, is Playtex interested in our script?

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

CHARLES K. WOODBRIDGE

LONDON, Oct. 18—Charles K. Woodbridge, who started his career in the advertising department of a Poughkeepsie, N. Y., farm machinery company, and who rose to chairman of the board of Dictaphone Corp., died here Sunday. He was 79.

Mr. Woodbridge spent some of his early years after graduation from Dartmouth in door-to-door selling and subsequently became sales manager of the old Keith Shoe Co., Brockton, Mass. Later he joined Columbia Gramaphone, Loose-Wiles Biscuit Co. and Kellogg products.

At one time he was president of the International Advertising Assn., an organization that long preceded the present IAA. He headed that group 40 or more years ago. Mr. Woodbridge was also president of the American Society of Sales Executives.

JOHN G. FARYNACK

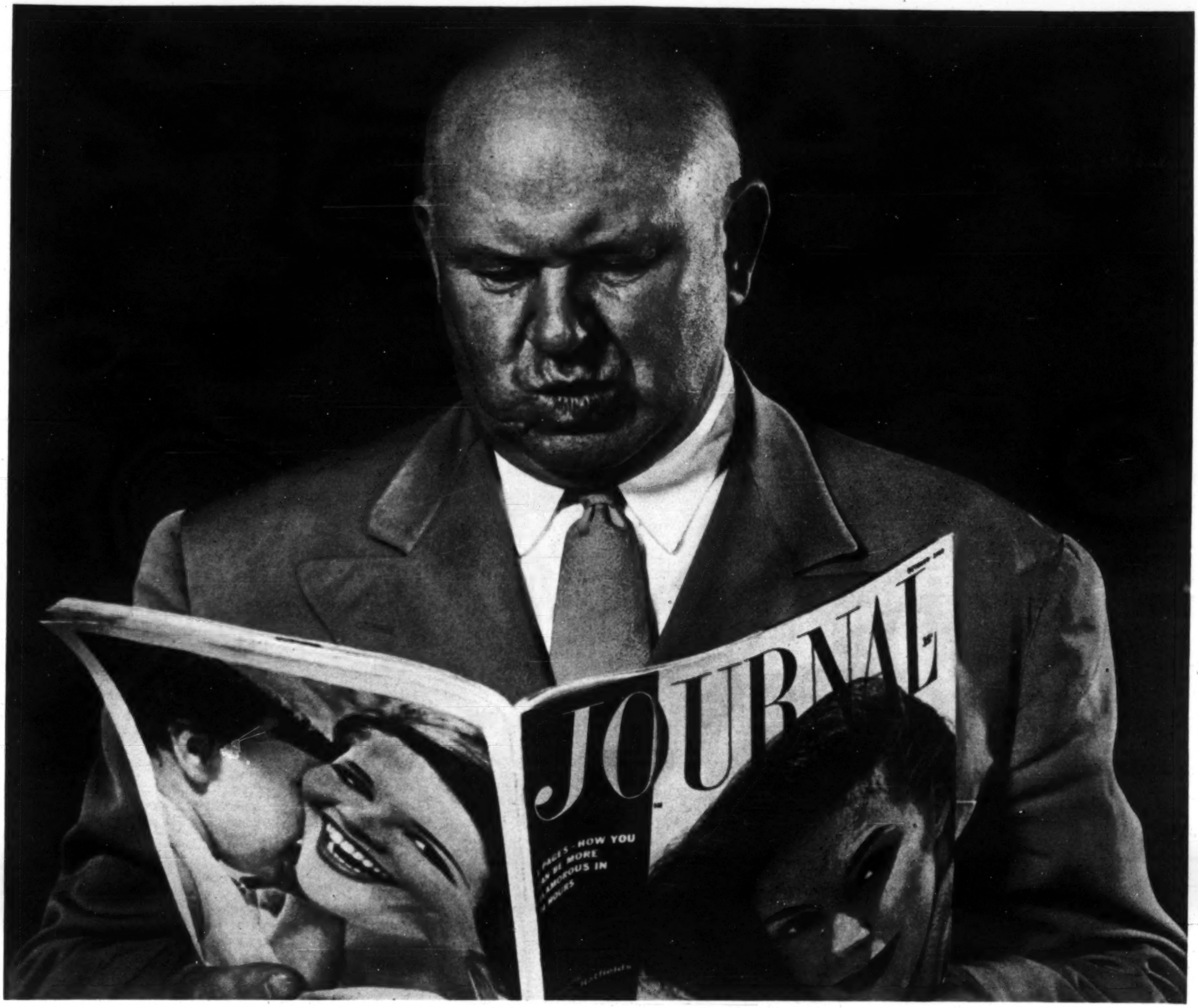
ANN ARBOR, MICH., Oct. 19—John G. Farynack, 62, retired commercial artist and former art director of the old Ruthrauff & Ryan agency, Chicago, for more than 25 years, died after a long illness Oct. 6. Mr. Farynack retired about five years ago from Erwin Wasey, Ruthrauff & Ryan because of ill health. He was associated with several commercial art studios before and after his service with the agency.

ARCH C. SMITH

CHICAGO, Oct. 19—Arch C. Smith, 63, advertising and sales promotion director of LaSalle Extension University, died Oct. 11. Mr. Smith had been with LaSalle for the last 35 years. #

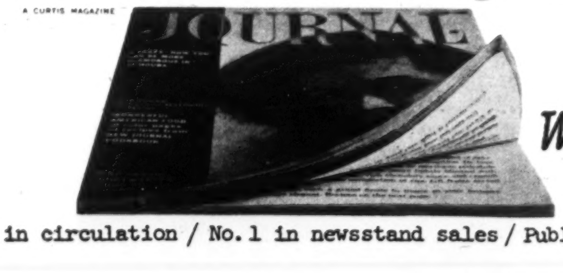
Cakemasters Names Powell

Cakemasters of America Inc., Chicago, baker of fruitcakes and other packaged bakery specialties, has appointed Powell, Schoenbrod & Hall Advertising, Chicago, as its agency. The company had no previous agency.



More people take home the Ladies' Home Journal
than any other woman's magazine in the world

Oscar Jordan of New Rochelle (above) is thoughtfully taking the October issue home to his wife. As far as we know, he may be the only man who bought the October Journal at a newsstand. / With women, our record is better. Best, in fact. Latest ABC reports say that Journal newsstand sales average 1,693,279 a month--No.1 in the women's field. And that was only through June; September estimate was 1,904,000 -- up nearly 200,000 from September last year! Which helps explain why, after all, the Journal's devoted followers include an astonishing number of men. Advertising men.



When the Journal speaks-women listen

No.1 Magazine for women / No.1 in circulation / No.1 in newsstand sales / Publisher's estimate for September: An all-time high of 6,500,000!

Glamour Cuts Some Pretty Fancy Figures!

Cuts them on ice in a dazzling fashion show pageant in Rockefeller Center for the United Hospital Fund Drive. ■ Etches them in the third-quarter with a spectacular 86% gain in advertising revenue. ■ Carves out—and delivers!—a readership 4 solid million strong*—America's Largest Fashion Audience. ■ And *whichever* way you cut them—those are pretty fancy figures Glamour shows.

*1,000,000 guaranteed circulation.

GLAMOUR
50 Ways to Choose a Man

A Condé Nast Publication

Advertising Age

Feature Section

Dodge the Cliches, Workshop Told
Chains' Buying Groups Need Overhauling
Combat Discouragement: Groesbeck
Company Employes on the Campus

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Workshop Trio Attacks Cliches . . .

Stereotypes and Cliches Abound in TV Commercials—Here's How to Get Rid of Them

Don Tennant

One of the most provocative sessions at the third annual Advertising Age Summer Workshop was held at Fred Niles Studios, where radio and tv techniques and ideas were demonstrated. A highlight of the session was a three-fold discussion of freshness and originality in television commercials, and how writer, producer and film company can cooperate to achieve these ends. Don Tennant, vp in charge of the tv commercial department, Leo Burnett Co., Chicago; Gordon Webber, vp and director of broadcast commercial production, Benton & Bowles, New York; and Marvin Rothenberg, vp in charge of production, MPO, New York, cooperated to present their viewpoints, and finished with a hilarious specially produced film showing the most notorious cliches of television advertising. Tennant's and Webber's discussions of this important problem are presented here.

Writers: Beware of These Six Dangerous Sins

By Don Tennant

Vice-President in Charge of TV Commercial Dept., Leo Burnett Co., Chicago

The area we felt we'd like to examine today—in discussion and on film—is:

Television commercial stereotypes and clichés—how to recognize 'em, how to avoid 'em, and a look at some commercials that *do* break out of the stereotype.

Thus, the title of this workshop session, "This Is How *We'd* Sell It on Television," means "This is how we'd go about solving the problem of stereotypes in television commercials."

* * *

I have tried to analyze in my own mind just what creative conditions seem to breed stereotypes most.

Where I come out, as far as selling approaches are concerned, is that these are some that can lead the writer astray . . .

- 1. The Superlative
- 2. Fantasy
- 3. The Repetitive
- 4. The Neo-naturalism
- 5. The Salesman

I won't go into great detail, but will simply give you an idea of what I mean by each:

■ **1. The Superlative.** This is the great, familiar habit of shouting an *unprovable* statement.

It pops up in commercial after commercial. We are talking here, not about the specific words or thoughts, but the overall stereotype of spot after spot using the superlative approach.

It is not limited, as you might think, to the drug firms, who tell you to get "the fastest, most gentle to the whatever, relief possible . . . " or that "nothing works as fast as . . ." or it's "twice as effective as . . ." Familiar superlatives crop up everywhere.

- In washday products: "The greatest concentration of something-or-other ever found in a washday product!"
- In cars: "The 1960 Wombat—America's finest achievement in automotive excellence!"
- In cosmetics: "Never before has so much living beauty been yours as in the glamorous new . . ."—and here you fill in whatever color or new plastic case you happen to be pushing.

I could go on and on—and so could you. We said earlier that "stereotypes breed indifference . . ." and one sure way to get your viewers yawning is to fall into a familiar "manner of speaking" that so many product categories have taken on over the years.

I'm sure you've heard the excuse as often as I have: "Well, that's the way the cosmetic commercials are done . . . " or "That's the way you gotta talk when you're writing automobile copy."

My question is: "*Do you*—really?"

■ **2. Fantasy.**

Fantasy, when properly staged and represented to the viewer as fantasy, certainly has its place in the television writer's tool kit.

But fantasy, when done for a product category because "that's what you do for that kind of a product . . ." quickly qualifies as a stereotyped approach.

Fantasy for cosmetics seems almost mandatory. Fantasy creeps into car commercials often enough to be counted as one of the stereotyped approaches to car selling on television. We've all seen the car commercials in which the cars are floating in some never-never land of cloud banks and Grecian columns and girls in flowing gowns.

Fantasy, as an approach, is germane to any product that a viewer himself might have fantasies about. There is nothing stereotyped about the fantasy approach per se—only the use of fantasy as something expected of a product is stereotyped.

■ **3. The repetitive.** This is, perhaps, the most irritating of all commercial stereotypes.

This is the approach that assumes all viewers are half asleep—and the half that's awake is stupid. This is the approach that says if you repeat it and repeat it often enough, "it'll get through to those dumb clods."

Repetitive techniques are a lazy creative man's dream, because all you have to do is hit upon one thing to say—and then say it again—and then say it again.

■ When it comes to words, the repetitive approach goes something like this:

"The new Shumwaite for 1960—more to drive home in, less to take care of. Yes, *more* to drive home in, *less* to take care of. *More* to drive home in because the glamorous new Shumwaite for 1960 gives you *more* mileage, *more* riding comfort, *more* economy than any other compact car. *Less* to take care of because the new Shumwaite for 1960 is air-cooled, with rotating seedely-caffelfordits in each wheel. Remember, you get *more* to drive home in, *less* to take care of with a new Shumwaite for 1960. Outstanding—and it is wild!"

A Featured Presentation
From the Third Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

■ When it comes to pictures, the repetitive approach is usually identified by the appearance of the same product shot with the same super next to it every time that particular phrase is uttered—and if you visualize the Shumwaite commercial, you'll see what I mean.

Cigarets, cars, and soaps are perhaps the worst offenders—and yet, because of the offenses, there *are* those in these same categories who seem to try hard to break away from the expected and familiar patterns.

Gordon Webber

■ **4. Pseudo- and neo-naturalism.** I very nearly included this category under the "Fantasy" section.

I suppose "The American Family" is the best example of pseudo-naturalism—that phony American stereotype of your family and mine—except that I'll bet neither you nor I recognize anybody in the family as someone we have around the house.

I guess the movies started this stereotype—somewhere during the Andy Hardy series where the most serious problem to come along was a dented fender on the judge's car.

■ Tv commercials have taken this family stereotype and milked it of every drop of realism it might have had. The representation of the great American consumer, as seen in television commercials, has little, if any, resemblance to life.

The excuse the writer has for using this handy crutch is that "families use the products, don't they?"

Showing the standard American Family in commercials and expecting the audience to identify with it is about the same as waving the flag and expecting everyone to be stirred and to respond patriotically. An awful lot of people just won't respond to the same old chestnut dished out the same old way.

■ Under neo-naturalism, like the swing of a pendulum, come the extremists in naturalism who, in attempting to get away from the Andy Hardy approach, come up with a so-called "realistic" approach that is terribly self-conscious in its cute little touches. The best-known example might possibly be the "masculinity" school of cigaret advertising.

One of the successful examples of neonaturalism is, in my book, the Chevy station wagon commercial in which the woman can't get the door of her old car closed. I hope most of you have seen it.

The saving factor in this commercial and in most of the better realism commercials is humor. Without it, the realism seems contrived when it is applied to a selling situation.

■ 5. My last trap for the writer to watch out for is **the Salesman.**

This is called many things: "the stand-up announcer," or "the personality salesman," or "the pitchman."

He is, of course, the biggest, reddest flag you can put up that what the viewer is about to see is a commercial.

There is nothing to be apologetic about because you'd like to sell the viewer something, although I suspect a lot of us are, sometimes.

But the salesman approach demands a tremendous amount of ingenuity and originality to raise it above the banal and the trite. Your viewer, seeing the announcer, just *knows* he is going to have to sit through a sales talk—and maybe a pretty uninteresting one, at that. In show business, this situation is known as playing to a cold house.

■ And when a writer is required to rely on the pure salesmanship of the announcer without benefit of any showmanship whatsoever—well, it's not too surprising that many writers attack the problem with an uninspired attitude.

And it shows up in the commercial.

Often, the head-on, gloves-off stand-up announcer approach without any real showmanship to it is the result of an agency or client attitude that the viewer somehow "owes" the sponsor some attention during those 60 seconds of sales talk.

This attitude, that an audience is obligated to pay attention to a performer who doesn't deserve it, has resulted in a lot of tomatoes in a lot of performers' faces.

■ Arthur Godfrey, Art Linkletter and Garry Moore have been successful salesmen, I believe, because their commercials are integrated with the show—and what they do *during* the show to sell themselves as personalities rubs off on the commercials they do.

The announcer, however, who comes on cold during a show to tell you about how to fight headaches nine ways requires a more imaginative concept and copy from a writer than he sometimes gets.

* * *

Well, those are five broad areas I think the writer ought to watch out for. There are probably a lot more you can think of.

Advertising, many years ago, was defined for Albert Lasker as "salesmanship in print."

That was long before television.

Today, I think you could append that definition, to include television, this way: "Television advertising is salesmanship through showmanship."

How Production Can Help Solve the Problem

By Gordon Webber

Vice-President and Director of Broadcast Commercial Production, Benton & Bowles, New York.

I expect you all can guess what a cliché-buster is.

He is a person who breaks rules, stirs things up and—to use one more cliché—kicks over traces.

In television advertising, the cliché-buster may either be someone who comes up with a fresh new way of presenting a selling idea or the way of presenting the idea itself.

It's not easy to be a cliché-buster or to produce cliché-busters.

Modern man lives and moves in a climate of clichés. The terrain tends to be flat, featureless and familiar. He speaks clichés, thinks clichés, dresses clichés. It's so much easier and more comfortable to follow a familiar trail than to blaze a new one.

It sometimes seems that only children—when they are very young—are truly fresh and original. They are the real cliché-busters among us. While the world and they are new, their deeds and words shine with a wonderful kind of wise innocence.

My 15-year-old daughter, when she was three—after she'd asked for a story, a drink of water and a half dozen other things—cried out one night, from the sleepless hunger of her young mind:

"I want a cookie I've never seen before!"

She has rarely been as fresh or original since. She, as all of us do, soon began to take on the forms and ways of thinking and speaking around her. She began to conform.

■ Conformity and imitation—these are almost a law, if not of life itself, at least of television.

Conform to the channels of the public mind and imitate what is successful. Leave experimentation and innovation to the eggheads and arty boys.

It may win an art director's award, but will it sell?

There can be no doubt that many a successful sales history has been built on this proposition: Create or borrow a successful formula and stick to it. Say it well the first time and keep on saying it. Repetition—that's the thing that sells.

■ But if you will think a moment, you'll realize that even the most repetitive television campaign began back somewhere with an original idea.

Time and repetition have probably dulled its luster. But in the beginning, it was new and came with fresh full blown force from the mind of a man.

So we *must* have a continual fresh supply of cliché-busters in our business. For even the most original ideas wear thin. We must everlastingly search for—to quote my daughter—*a cookie we've never seen before.*

■ How can *production* help create cliché-busters in television advertising?

You must begin with a solid selling proposition. No television campaign on earth can prosper on production techniques alone.

Don't let anybody—least of all those of us who are in production—tell you differently: In the beginning is the *word.* The selling idea.

But once you have the word it is also true that it can rise up and speak volumes or it can sink without a sound, depending on the *way* it is said or shown.

■ The *form* the commercial idea takes—this is where production and the agency producer come in.

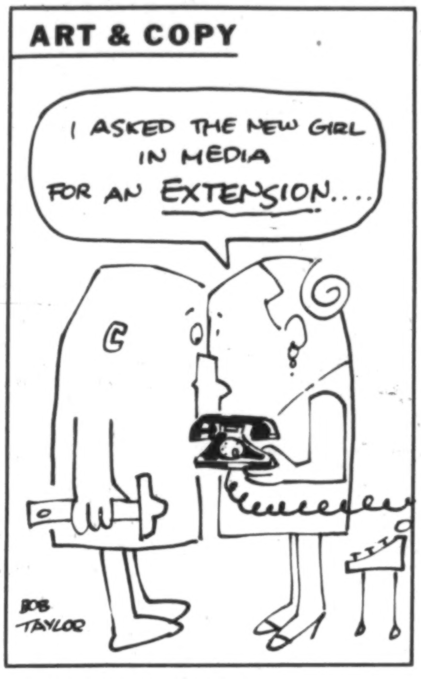
Actually the producer should be in much earlier than this. He should be one of the midwives along with the writer and art director helping with the delivery. Long before the world hears the first lusty wail of the new-born selling idea, the producer should be in the kitchen heating up a kettle of water or checking on the layette.

This brings me to the heart of what I have to say:

I have been observing during the past year what I believe to be the beginning of a revolution—at least an underground stirring—in agency attitude toward television commercial production.

■ A new concept of commercial production, it seems to me, is beginning to emerge.

And this new concept is encouraging—yes, even demanding—the birth of a "new man" in advertising, a new kind of agency commercial producer.


ART & COPY
I ASKED THE NEW GIRL IN MEDIA FOR AN EXTENSION....
BOB TAYLOR

It happens that cliché-busting in tv advertising often occurs in the *production* of the commercial: in the *form* it takes. In no other medium, perhaps, is this so true: *How* you say it is often as important as *what* you say.

Agency creative departments are becoming aware of this fact and are beginning to reappraise the role of production in the creative process.

They are beginning to recognize this fact: that memorable, effective television advertising—cliché-busters, if you will—demand the same freshness and originality in *production* that goes into good copywriting.

■ Now, that seems hardly new or revolutionary.

Everyone is in favor of imagination and that overworked word—creativity—wherever you find it.

What *is* new, perhaps, is how you *get* that extra dimension in production which produces commercials of distinction and style. The answer, it seems to me, lies in two directions:

● 1. The qualities of this "new man" in advertising, the new kind of agency producer, and,

● 2. In the way he works with the rest of the creative department.

■ Let me describe what I regard as some of the attributes of this "new man"—this paragon who is at the center of the production revolution, and who can be a key figure in the search for cliché-busting television advertising.

- **1.** First of all, he is an advertising man. He understands the marketing and copy objectives of his brands, and is just as interested in the sales effectiveness of the commercials he produces as he is in the Film Festival awards they may win.
- **2.** He is imaginative and—that word again—creative. He has ideas of his own and commands the respect of both copywriters and art directors.
- **3.** He has a strong visual sense. He sees and thinks in terms of moving scenes and pictures. This may mean that he also has an interest or background in drama.
- **4.** He is a film and videotape technician. He understands the basic tools and language of his craft.
- **5.** He knows music—if not as a performer, then as an appreciator. He understands that music is often the "third column" in a commercial (picture, words, music), and he knows how and when to use it effectively.
- **6.** He is a good administrator with as much regard for the figures in his budget as for the figures that turn up in his casting sessions. Creative he may be. But if he lets the budget get out of control, he and the account can end up in disaster.
- **7.** He is a diplomat. The views and demands of the writer, art director, account group, and client may be—and often are—sharply divergent. But he is unfazed, says the right word at the right time and never misses an air date.
- **8.** He is a worrier. You finally come to mistrust hearty optimism in the film business. A man who worries, cares. And you have to care a great deal—every day—to produce superior television commercials.
- **9.** And finally, he has taste—that vital, infinitely hard-to-define ingredient found in the best commercials. You can't describe it, but you know when it's there and worse, you know when it's *not* there.

■ Where do you find this superman, this pearl beyond price?

Well, he is around. There are a few of him working in agencies right now. Talented, dedicated, long-suffering men of imagination and taste, who are quietly, without fanfare, doing some of our best work.

A few are emerging from related creative fields: art, copy, music, live tv.

Still others are coming out of colleges and making their hard way up through the ranks.

■ But what is needed is more of these men of the nine talents.

What is also needed is an understanding by everyone in agencies—from management on down—that the agency producer *can* be the key to more imaginative, more effective commercials.

That the best of these men are not merely carpenters or technicians. They are authentic, first rate, creative people in their own right, performing one of the most sensitive and demanding jobs in all of advertising.

■ This brings me to the way the agency producer should, ideally, work with the rest of the creative department.

I don't think I need tell you that the most effective television advertising is created by the closest working association possible between production, art and copy.

Unfortunately, this arrangement hasn't always existed in the past. But it is essential, it seems to me, if we are to make the best, most creative use of production.

■ What do I mean by close partnership? Simply this:

That the producer does *not* get his first look at a storyboard *after* it has been presented and sold to the client.

That he starts working with the writer and art director from the very beginning of the idea.

That this triumvirate—writer, artist, producer—keep on working closely together until the commercial is completed.

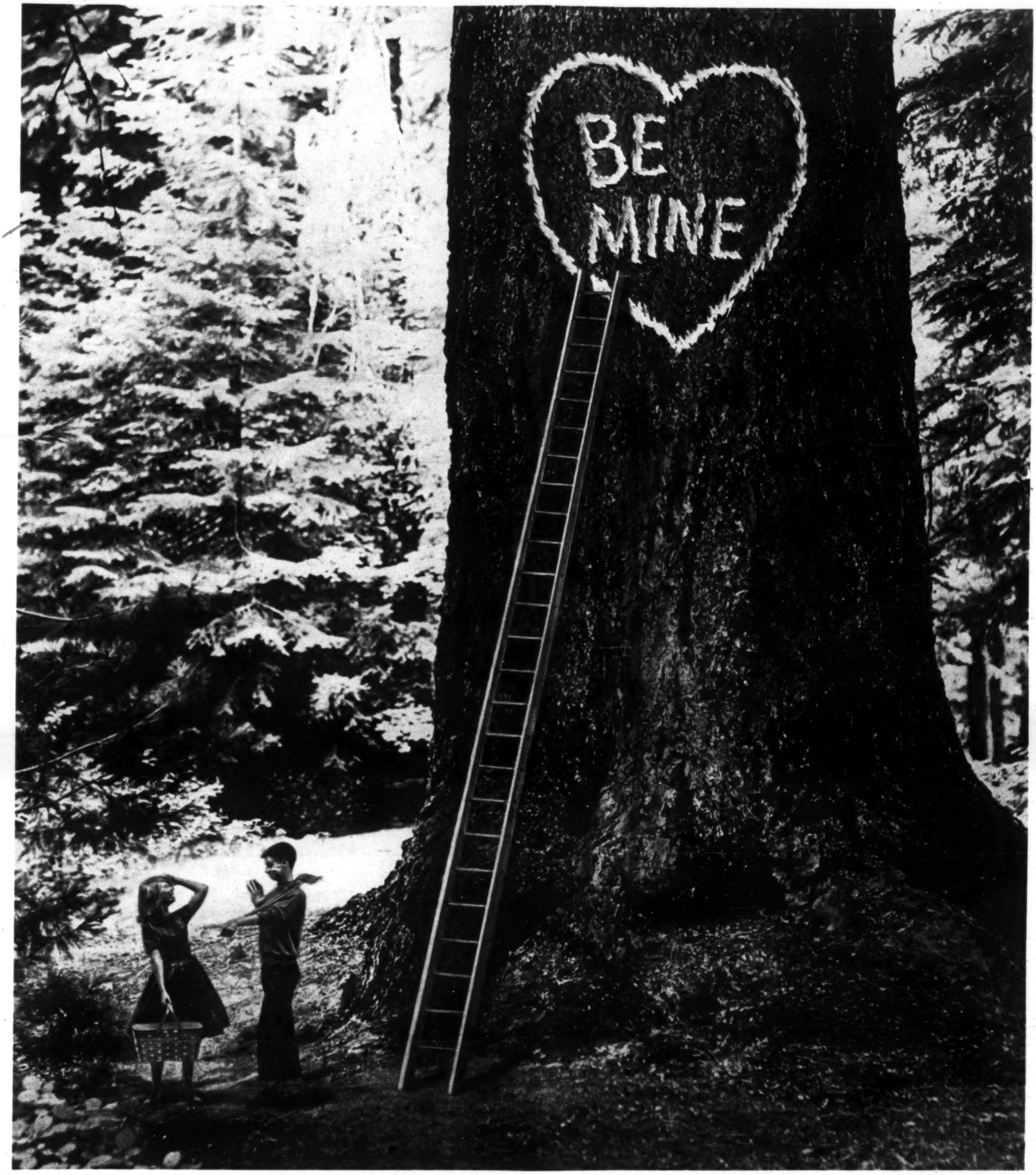
This partnership, however, can't be enforced from the top. You can suggest it, encourage it, pray for it. But the people involved have to *want* to work together, have to feel that such a partnership is stimulating and productive.

If the agency producer is a creative person in his own right, and possesses many or most of those talents I mentioned, it's likely he will have the respect and cooperation of the rest of the creative department.

If he really *is* this man of nine talents, or ever comes close to it, he will be welcomed to the creative trinity.

■ To sum up, this is the way I think we can hope to get the cliché-busting television advertising our business must have if it is to prosper in the tough, competitive years ahead:

Adopt a new, enlarged concept of the



A strong simple selling idea . . . dramatically presented

This young man has the makings of a good copywriter. He believes in saying it simply, saying it clearly, and saying it with dramatic impact. That way, he knows he'll be heard in today's murmuring forest of claim and counterclaim. We try to do the same in advertising such products as Johnson's Wax, Post Cereals, Pepto-Bismol, Ivory Snow, Mutual Of New York, Pepperell—some names from our favorite blue-ribbon list.

B&B

BENTON & BOWLES, INC.

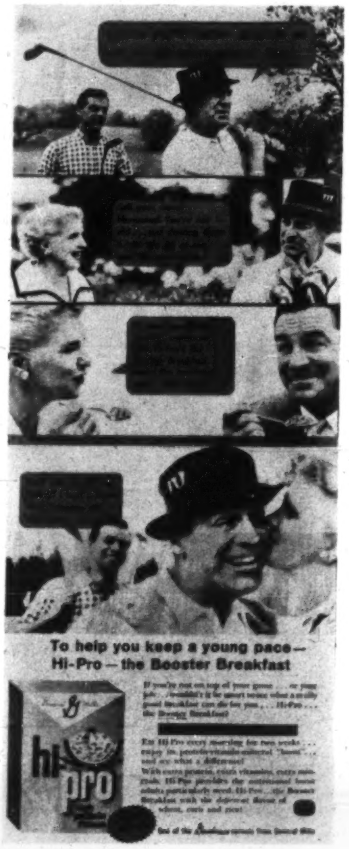
role of production in the creation of television commercials. This involves:

- 1. Finding and developing the "new man" in advertising, the new kind of agency producer. Encourage him to assume this larger creative role. Encourage him with position and recognition and money.
- 2. Make him a close and equal partner with copy and art in the production of television advertising. #

The Creative Man's Corner . . .

How to Improve Your Game

It is depressing, at this stage of our sophistication and development, to find an advertisement, first, as poorly designed as this one, and second, so contrived and unconvincing in its message.



Hi-Pro was undoubtedly produced because of the increase of the older persons in our population. But older persons are people who have lived long enough not to be taken in by such artificial conversation as has been put into the mouths of the unreal people pictured in this obviously contrived situation.

It is highly questionable that an oldster, feeling his skill at golf waning, will seriously and sincerely believe that eating Hi-Pro for breakfast will give him back some of the ability he enjoyed ten or twenty years ago.

Was this ad researched before it was inserted in fairly high priced space? And, if so, was it researched for the right answers—whether or not it would be believed and really move aging people to put Hi-Pro into their diets?

We strongly doubt it. The ad was undoubtedly prepared by someone to whom the problem of aging has not yet caught up (as it has with us), and illustrated by a cub art director. #

On the Merchandising Front . . .

The Ubiquitous Buying Committee

By E. B. Weiss

Now the chains are adding insult to injury; they are actually turning to a single, standardized new-item form for salesmen to fill out. In one area, the A&P, Kroger, Fisher, Century and Pick-N-Pay are among the food chains that have approved a standardized new-item form for use by suppliers' salesmen.

E. B. Weiss

There are two points that should be made promptly with respect to the buying committee and the new-item form:

1. The buying committee is making the buying decision not merely in the food super (where it really started under the title of New Products Committee) but is functioning in a rapidly increasing number of chains in every field.

2. The buying committee makes a very liberal interpretation of the term "new product"—it may be, and usually is taken to include any item or line not previously stocked by an outlet, even though that item or line has been marketed elsewhere for years. Actually, the buying committee tends to make the decision on any new "proposition"; and that can and does cover just about any and everything.

■ Then there are two more points that should be made promptly with respect to the buying committee:

1. The buying committee reduces the buyer to a re-order clerk. It also casts the buyer in the form of a rather inefficient channel of communication between supplier salesman and the committee.

2. The supplier salesman can seldom—rarely, would be a better word—get into a meeting of the buying committee.

And then there are at least two points that should be made promptly with respect to the form the salesman must fill out:

1. It is absolutely impossible for any form—or any group of forms—to encompass the very necessary information that should be placed before the buying committee for the innumerable "propositions" salesmen are employed to present, and which the buying committee requires for a sound decision.

2. The greater the standardization of the form (and of the total procedure), the less able will the buying committee be equipped to make those astute purchases that give a store distinction, individuality, personality.

■ There unquestionably was—and is—a dire need among large retail organizations to cut down the time required to study all proposals made by suppliers. There is no doubt whatsoever that the larger percentage of manufacturers' salesmen are poorly informed, do a poor job of transmitting their inadequate knowledge of their lines, and have little authority to make any decisions that are not covered by the book.

But neither is there any doubt that shrinking the salesman's function to one of filling in a few lines on a rigid form, or even limiting him to using the buyer as a mighty poor imitation of a ventriloquist, works against the best interests of the retailer, himself.

On balance the salesmen who visit the buying offices of the large chains definitely perform a valuable function *for the retailer*. To shut them out from anything remotely resembling creative selling work, to make them paper automatons, works against the retailer's own interests.

■ Let's face it—there are plenty of retail buyers who are not one whit more intelligent, not one whit more capable, than those manufacturers' salesmen who are poorly informed, poorly trained, etc. There are plenty of members of the buying committee who would not win awards in any free competition involving business acumen. This is no reason for muzzling all buyers or all members of the buying committee!

I am positive that, in time, there will be a swing away from the present trend toward a policy of total isolation for the members of the buying committee. This doesn't imply a return to a policy of giving all required time to all salesmen. But it does suggest that the buying committee will find it wise to keep its door just slightly ajar for some salesmen; will find it advisable to depend less on filled-in forms and on inadequate presentations by the buyer.

■ Mass retailing right now suffers from a horrible Ike and Mike similarity. I might also remark that most mass retailers suffer from a horribly low net profit percentage and a horribly low return on investment. Indeed, the presumably moronic manufacturers do a considerably more astute job in terms of net profit and return on investment (and this isn't because retailers are all charitable and enjoy giving away their merchandise and their profits).

Retailing consists essentially of two basic functions—buying and selling. The mass-retailing *selling* function in most mass outlets has atrophied. Now the *buying* function among mass retailers is moving rapidly toward a similar state of paralysis.

■ Our giant retailers have a critical need for creative selling *and* creative buying. Obviously, creative buying is not fostered by a closed-door buying committee isolated from the selling world and making its decisions in a star-chamber type of proceedings based on largely senseless forms.

Come to think of it, the original star chamber proceedings fell into decline because where there is no freedom of expression, there is no progress. The star chamber concept applied to buying by retailers (and by some giant wholesalers, too) will, ultimately, end up in decay. Management of giant retail organizations must eventually overhaul the buying committee and turn it into a more rational operation. The pendulum has swung too far in one direction. It must return to a middle position.

As matters now stand, automated buying and automated selling by so many giant retailers show up on the balance sheet, to date, as a lean and hungry net profit and an even leaner return on investment. When giant retailers properly appraise their major suppliers in particular; when giant retailers recognize their major suppliers as a vitally important asset on their balance sheets; and when they treat suppliers' salesmen with discretion, with intelligent business consideration and acumen rather than as an unwanted mob—then they will be performing more effectively their great function of purchasing agent for the shopping public. #

Employe Communications . . .

Company Employes on the Campus

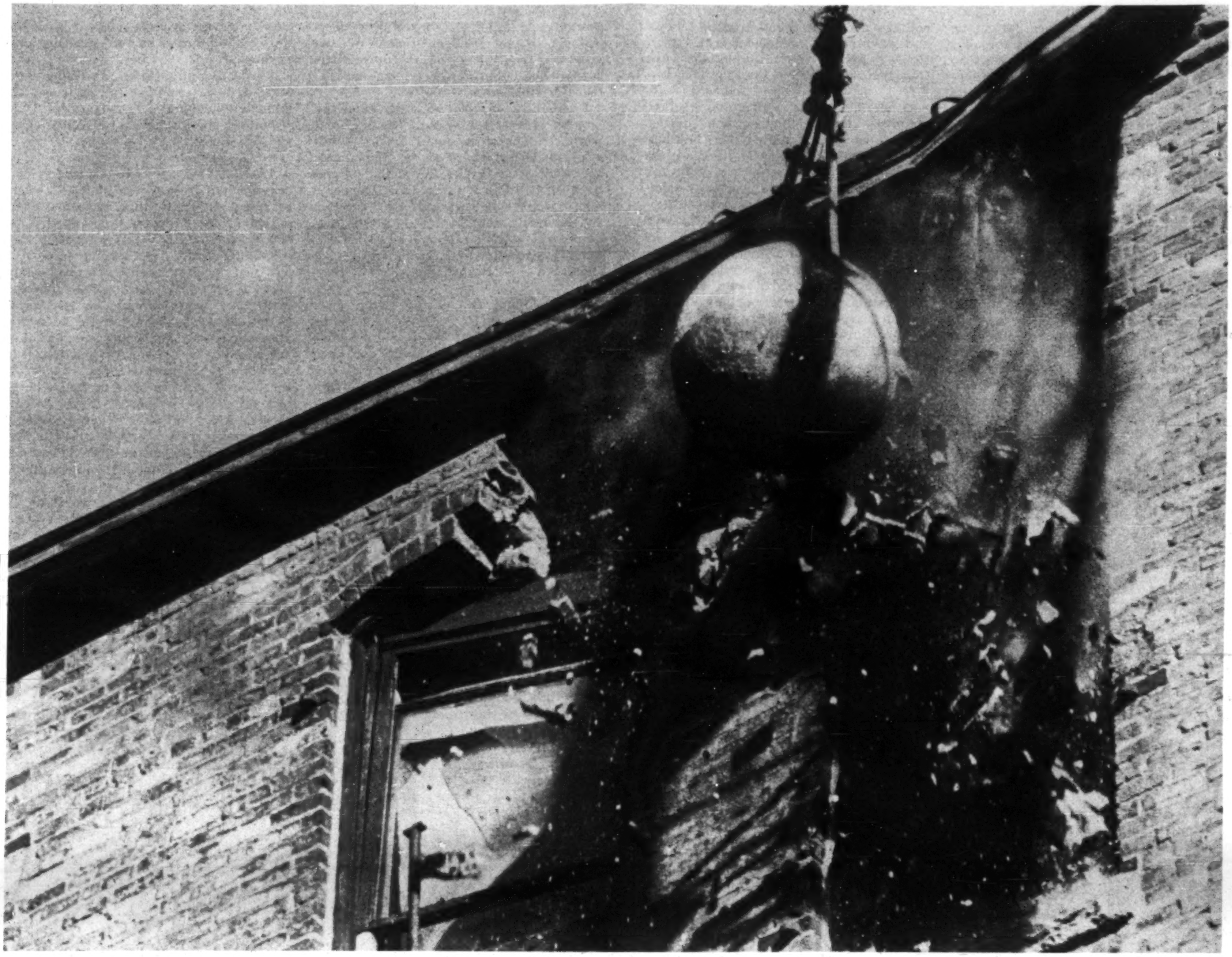
By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Students have been heading for the campus all over the country. As classes have been resumed, the estimates are suggesting that more enrollment records are being shattered.

Some of the credit for the record-shattering can logically go to American industry. In the past few years, the tuition refund plans in effect in probably hundreds of companies throughout the U. S. have helped skyrocket college and university registrations. Encouragement and administration of these plans has become a new part of the agenda of personnel and industrial relations departments. Out of this reservoir of campus talent, companies realize, will come their own trained employes, groomed for promotion. As one industrial relations manager recently expressed it: "We have nearly 100 promising employes enrolled in nearby schools for the coming semester. We'll keep an eye on every one of them. When we get ready to 'promote from within,' as we like to express it in industry, we'll have plenty to draw from."

Goodrich is a fine illustration of the



What makes a newspaper great?

THERE GOES THE BEST ROOST IN TOWN!

The "Headache Ball" building wreckers call it. And whenever this massive chunk of steel caroms off some well-loved community landmark, city officials can expect the agony of sudden change to be widespread and vocal.

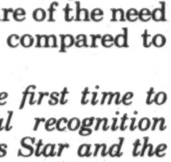
Best remedy for pains of progress: an informed citizenry aware of the need for urban redevelopment, convinced of the good that comes of it, conditioned to accept new patterns of living that sound city planning brings about. Best medium for keeping citizens so informed: the daily newspaper.

Since World War II, city planning and redevelopment have been a major reporting project of the Minneapolis Star and the Minneapolis Tribune. Led by Daniel Upham, executive assistant in the news department, staff writers, photographers and cartographers of these newspapers have helped keep readers apace with the growth of their community (and growing pains to a minimum) through clear, concise articles and picture stories.

As each new project is initiated and reaches completion—to the tune of $200 million in downtown Minneapolis alone in post-World War II expenditures—Minneapolitans are watching their city being transformed in the pages of the Star and the Tribune.

These newspapers, says Lawrence M. Irvin, Minneapolis Planning Director, "have given consistent support and excellent, broadscale and effective coverage to matters of urban planning. Almost all major projects, from research to physical construction and establishment of legal controls have been thoroughly covered and well related to the larger planning framework in a way which makes people more aware of the need for 'comprehensive' as compared to 'project' planning."

Last May 23, for the first time to any newspaper, special recognition came to the Minneapolis Star and the Tribune at the National Planning Conference of the American Society of Planning Officials: The Society's initial annual award "for public service rendered in the advancement of city and regional planning through outstanding journalism."



UPHAM

MINNEAPOLIS
STAR
EVENING

Minneapolis Tribune
MORNING & SUNDAY

525,000 COMBINED DAILY · 655,000 SUNDAY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

tuition refund plan at work. Hundreds of Goodrich employes are attending classes now, to prepare themselves for future opportunities. The company set up its plan (called "Employe Tuition Sharing" program) in 1955, whereby the cost of tuition is shared between company and employe. More than 2,000 employes have received tuition refunds since that time. In a period of four years—including the grants to colleges and universities attended by BFG people—the company has invested $135,000 in the program.

■ The tuition-sharing plan, as the company sees it, has three benefits: The employe himself benefits through financial assistance toward his own improvement; the company benefits because of the development of its greatest resource—people; the schools benefit because they receive not only the full tuition but an additional 50% of the employe's cost and laboratory fees. Upon satisfactory completion of the course, Goodrich refunds to the student half of the tuition cost for up to six hours of study per semester. At the same time, the company grants the institution an additional payment of half the employe's tuition.

The company can point with pride to employe accomplishment in many schools, and when skilled manpower is needed in future years for special, important work, Goodrich shouldn't have too far to look.

■ Other companies with tuition refund plans use their communications devices widely—as does Goodrich—to "talk up" the program. IBM recently listed all the courses available to employes, with full descriptions; these are company-sponsored courses related to the precise business in which IBM is engaged. National Bank of Detroit recently announced an extended tuition refund plan, urged employes to get identified with it; published an educational calendar with dates for registration and class opening. In the Detroit area alone, there were 12 different institutions offering courses in which National Bank employes could conceivably be interested.

One company closed a communique on the tuition-refund plan with: "It is trite but true that the future belongs to those who prepare for it." Judging by the swollen employe enrollment for the first semester 1960, quite a few employes believe it—trite or not. #

Agencies Ask Us . . .

Struggle with Discouragement—a Small-Agency Problem

By Kenneth Groesbeck
Advertising Agency Consultant

I think I hear some large agency heads remarking grimly, "If you think that worry is a small-agency monopoly, you've got another think coming." Nevertheless, it does seem that discouragement is definitely the accompaniment of all small and starting enterprises; a mental state which is to be considered natural and inevitable; one which is best handled by understanding it; one to which we are least likely to yield if we realize that others have the same disease, many worse than we do.

Kenneth Groesbeck

Sid Bernstein and I had occasion recently to advise an enterprising young agency head who planned a large and extensive merger, not between two agencies, but among a considerable group. That showed vision and ability, of course. But, myself, I was struck anew by the young man's comment at the end of his letter of acknowledgment: "Perhaps I would do better to get me a job in a big agency, instead of continuing this struggle against size alone."

This cannot be dismissed as the usual looking over the fence to where the grass is greener. This is not just discouragement, to be recovered from, like an attack of indigestion. This is an attempt at appraisal, an intelligent weighing of chances prior to making a decision which will affect a man's entire business life and his impact, for good or bad, upon his world.

■ What is the actual situation with which the small agency is confronted?

The trend in industry is, of course, toward bigness. Obviously the advantages of size, power, money, pooled brains, make the big operation capable of accomplishing many things hardly feasible to the small one. We have only to glance at the supermarket to see bigness operating efficiently at the retail level; at the large corporation to see it performing wonders of production and research at the manufacturing level.

Survival of the small against the large is of course aided by the laws of the land. More than this, it is made possible by personal service in the case of the retailer, and by something in personal initiative and ability in the case of the smaller corporation. As long as the smaller operation has something to offer society which the larger operation cannot supply, it will survive.

■ Now, to what extent is this observation true of the advertising agency business? As an antidote against discouragement, what can we honestly say of the small agency? Bluntly, what chance have we got?

Before we can answer this question with any degree of accuracy, we must recognize the fact that human beings are divided into two great classes: the team players and the individualists. We as individuals will do the best job for ourselves and for the world in which we live if we decide first which class we belong to, and then decide to operate within the class we have chosen.

Please do not get the idea that the individualist is a better man or woman than the team player, and vice versa. There is nothing to chose between them. Both are essential. Neither is intrinsically more valuable than the other. They vary widely in their philosophy of life, however. The one does his or her best job on his own, the other functions best in association with other human beings.

■ So, as agency people, we will have our best chance to succeed if we first decide whether we can do the best advertising and selling job for our clients, give them the soundest advice, as individuals or as members of a committee. If we clearly do the best job working largely alone, or at most in partnership, we are likely to remain a small agency. If the team philosophy appeals to us more, however, we should probably stop trying to be something we are not, and should get us a job in a large agency.

This does not mean that a small agency cannot grow larger. It can, and often does. But the bigger we get, thanks to the breaks or what have you, the more difficult we shall find it to retain the advantages of smallness.

Frequently we encounter the rather sad picture of the fish out of water, as it were. The previous small agency operator wondering where his profit percentage went as he broke the sound barrier between two and four millions. The same man wondering where his creative achievements went as they faced the exigencies of size and sacred cows so frequently encountered in the pastures of the great.

■ Coming back to our question, "What chance has the small agency got?", I think the answer is, a very good one, provided it is doing what it wants to do, and what it does best. Another way to express this is that, in selling and marketing advice, there is literally no substitute for brains, experience, and good judgment. Often these are best rendered by an individual or a small organization, unimpeded by the difficulties which almost invariably characterize the larger operation. Roughly speaking, the smaller you are, the freer you are to say what you think. This freedom can be exceedingly valuable.

So far as money is concerned, we almost invariably make less in an individual operation than in a big shop. Our futures, too, are more largely in our own hands, and aided less by group responsibility and power. Again, weigh the two courses in the light of what you want most. If it's money and later ease, get you to a big agency. If it's freedom to express the best that's in you, chances are you'll have to stay small, and pay for the privilege. So what?

■ This discouragement we have been talking about: What is it, anyhow? Realization that you haven't gone as fast as you hoped toward big money? Throw it out if this is the case, since you didn't start for big money as your primary aim, anyhow.

Is your discouragement something more real? Is it, for example, failure to remain financially solvent? *That* you must do something about. That's a real disease, one you can die of.

■ The small agency's struggle against discouragement is best won, it would seem, by a realistic rather than emotional evaluation of the situation. Are you making enough to live on? Are you contributing something to the lives of your employes? Are you showing reasonable progress to indicate normal growth rather than decline? Are you learning, as you grow older? Have you been enabled to advise your clients wisely, so they are glad they are working with you? Are you happy in your work? If your answer is "yes" to these questions, you have no reason to be discouraged. Few people have accomplished what you have. Your emotion is a weakness rather than a strength. Get wise to yourself. This is what you wanted to do, and you are doing it successfully.

■ Just as we broke down people into individualists and team players, let's break down discouragements into real and imaginary. If your sound business judgment says "real," that is, things we ought to worry about, do something about it. If your judgment says "unreal," based on no facts, forget it.

We must know that so-called discouragement is an emotional state, justified or not, which can greatly interfere with and cloud our business judgment. It is a real thing, most often the by-product of the small as against the larger operation. It is a personal thing, thus affecting the personal business more often and strongly than the large one. We shall cope with it more adequately as we understand it and evaluate it correctly. #

Salesense in Advertising . . .

An Enigma

By James D. Woolf
Creative Consultant

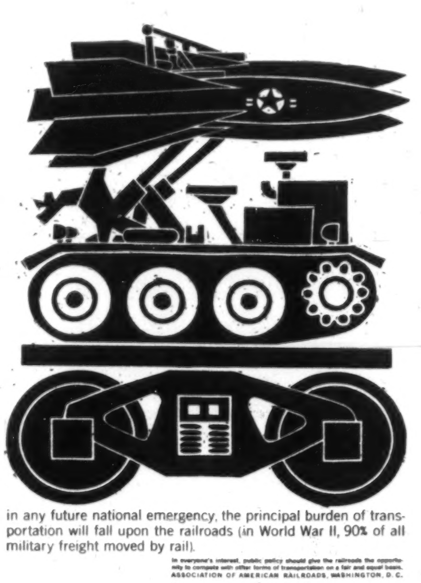
Shown on this page, from a recent issue of *Newsweek*, is an advertisement published in behalf of Assn. of American Railroads.

To whom is this ad addressed? The general public? Men? Women? Business men? Shippers? Railroad men? Lawmakers and politicians?

James D. Woolf

What does this ad say? What information and ideas does it impart? Very little; merely that "in any future national emergency, the principal burden of transportation will fall upon the railroads."

The railroads today have problems, plenty of them, many of which are not clearly understood by the people as a matter of public policy. "In everyone's interest," says the small type at the bottom of the ad, "public policy should give the railroads the opportunity to compete with other forms of transportation on a fair and equal basis."



in any future national emergency, the principal burden of transportation will fall upon the railroads (in World War II, 90% of all military freight moved by rail).

In everyone's interest, public policy should give the railroads the opportunity to compete with other forms of transportation on a fair and equal basis.
ASSOCIATION OF AMERICAN RAILROADS, WASHINGTON, D. C.

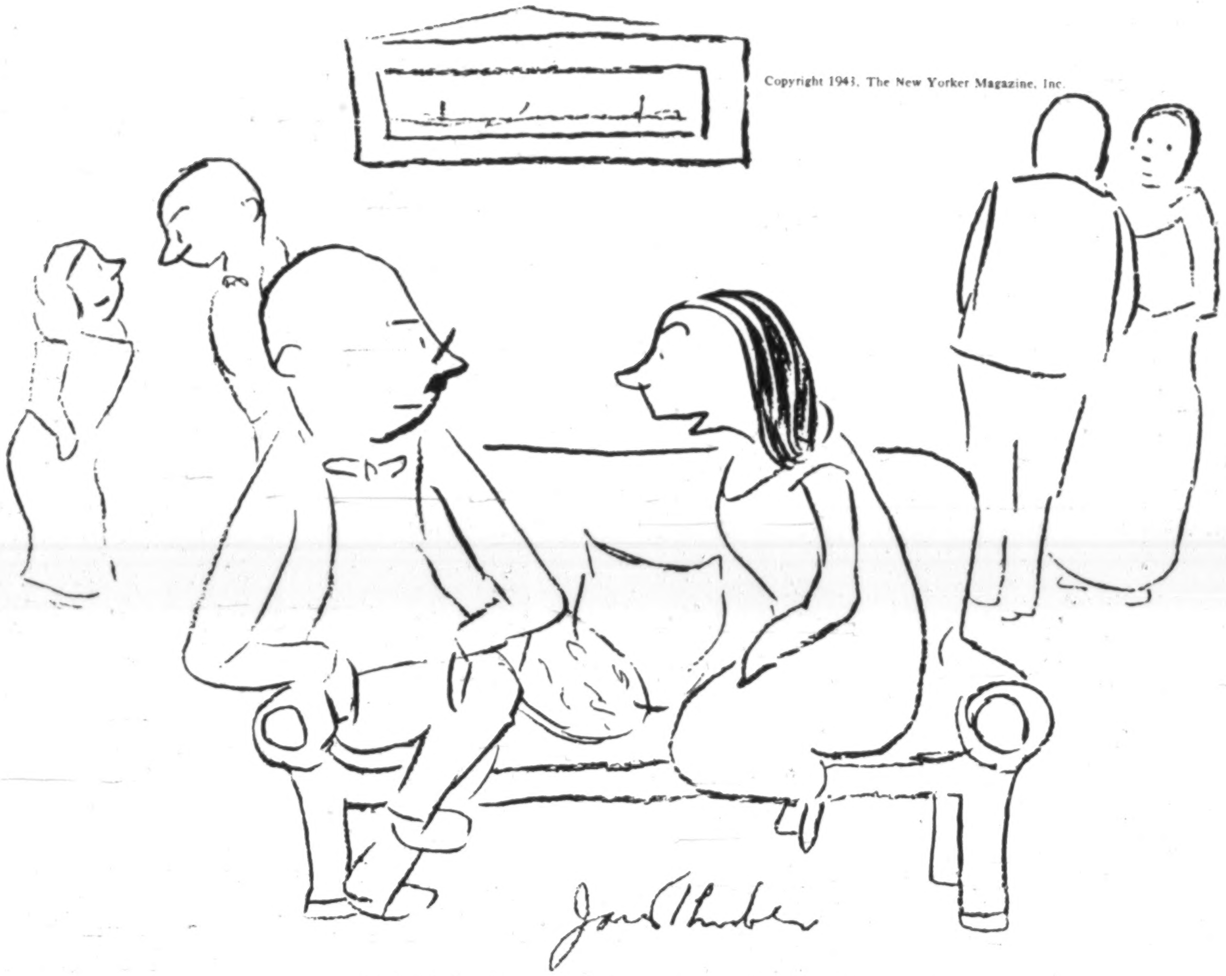
If there was ever a "product" that needs fact-packed, informative educational copy, the railroad is it.

Here is a chance for an interesting, worth while, educational campaign. The railroads have plenty to say in their own behalf. Why don't they say it? #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St. Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

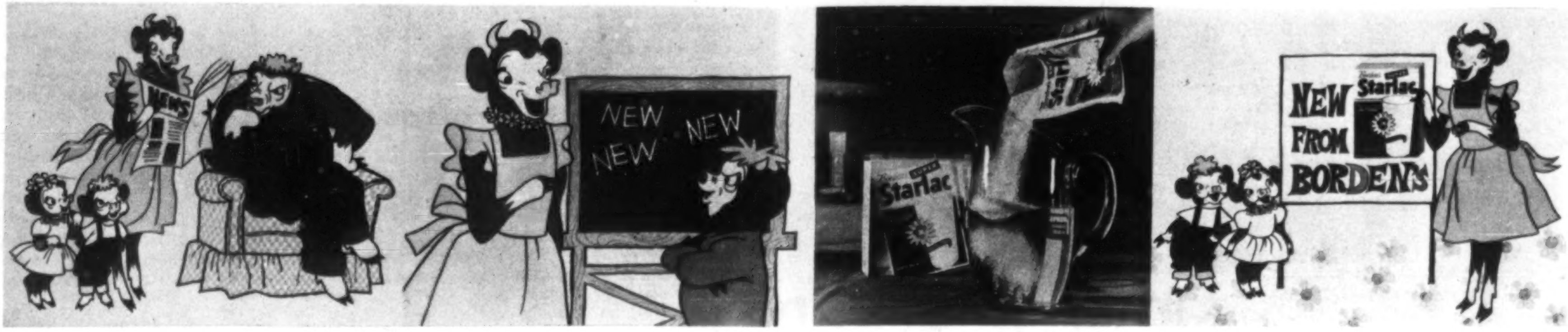
THE NEW YORKER creates



Copyright 1943, The New Yorker Magazine, Inc.

"I think of you as being enormously alive."

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London



STARLAC STRATEGY—*Borden Foods Co., New York, is currently running these commercials for Starlac nonfat dry milk, featuring animated opening and closing scenes of Elsie and her family. Central portions of the commercials show the product in home use (live action photo above was taken during filming of commercial). Borden is using daytime television to reach the housewife. Ads appear on four ABC-TV shows—"Queen for a Day," "About Faces," "Day in Court" and "Beat the Clock"—which Borden is co-sponsoring through November. Spot tv schedules are being run simultaneously in 26 other markets which do not carry the ABC shows. Dancer-Fitzgerald-Sample is the agency.*

Controllers Institute Issues Display Advertising Handbook

The Institute of Newspaper Controllers & Finance Officers, New York, has published a 239-page handbook covering the steps involved in handling a display advertisement, from the insertion order to recording payment of the bill. Included in the handbook are reproductions of more than 250 forms used by INCFO members in connection with display advertising, such as insertion orders; hold, change and kill orders; and advertising schedules and space budgets. In addition to the forms, descriptions and flow-charts, the handbook incorporates the punched card billing and accounting manual of the *Houston Post*.

Priced at $25, "Display Advertising Accounting Methods & Procedures Manual" may be obtained from the institute, P.O. Box 289, Bowling Green Station, New York.

Video Tape Bus Unveiled

Video Tape Unlimited, New York, has unveiled its first custom-built video tape bus, a tape studio on wheels for both indoor and outdoor use. The 40' bus, which cost more than $350,000, is equipped with all tape facilities, full tape staff and a telephone. Advertising agencies, tv producers and others in the New York area may obtain a free demonstration at their front door.

Coming Conventions

*Indicates first listing in this column.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27. American Newspaper Publishers Assn., in conjunction with Assn. of National Advertisers and the American Assn. of Advertising Agencies, second annual seminar on newspaper advertising, Savoy-Hilton Hotel, New York.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 27-28. Advertising Age's 2nd annual Advertising Agency Management Workshop, Palmer House, Chicago.

Oct. 28. Sales Promotion Executives Assn., midwest sales promotion seminar, La Salle Hotel, Chicago.

Oct. 29-30. National Federation of Advertising Agencies, western states meeting, San Francisco.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.

Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

*Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, New York.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

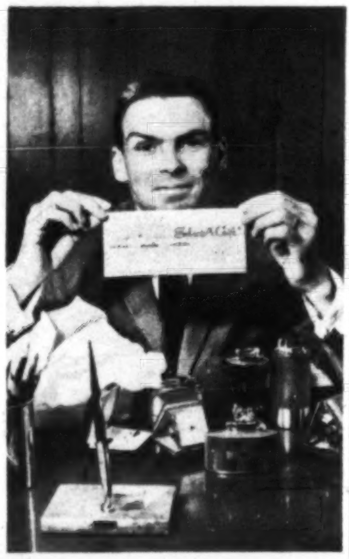
June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Whelan Joins Eversharp

Charles W. Whelan, formerly merchandising manager of *The American Weekly*, has joined the Schick safety razor division of Eversharp Inc., New York, as merchandising manager, a new post.



at last...a gift he can really use!

Select-A-Gift is the one perfect answer for every gift-giving occasion. You *know* your gift will be wanted, needed, and appreciated because the recipient selects it himself from an extensive array of America's most wanted gift items. All you do is name the amount ($2 to $500). Select-A-Gift handles all details with utmost finesse and dignity—no prices mentioned—a real credit to your good taste and thoughtfulness.

For complete details about Select-A-Gift, the preferred prestige plan, mail the coupon today.

Select·A·Gift®

To: Select-A-Gift
Dept. 7, 1st Ave., N. at 13th St.
Birmingham 3, Ala. FAirfax 3-6351

Please send me complete information on Select-A-Gift.

Name________________
Title________________
Firm name________________
Address________________
City________Zone_____State_______

"Whatta ya mean TULSA'S a TOUGH MARKET . . . have you ever used KAKC?"

If you haven't used The New KAKC you don't know how easily your problem can be solved. You see, The New KAKC is the most "listened to" station in the 21 county market area of Northeastern Oklahoma (according to Pulse). And, they're an adult audience too. What about Station Image? Why, they've got the best. The New KAKC has more firsts in area service to their credit than all other Tulsa stations combined . . . and they're continuing to pile up more! Yes sir, The New KAKC is Tulsa's best Radio buy in anybody's book. It's been that way for quite awhile . . . and they intend to keep it that way.

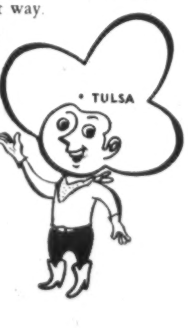
Hi, I'm K. A. Casey . . . here to offer you the best radio buy in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA

the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES
KAKC TULSA
KBKC KANSAS CITY



A ALE PRESENT-ATIONS BY RAPID ART

"BY RAPID ART" means just that: from start to finish, RAPID ART creates **and** completes your sales presentations — often in record time!

RAPID ART's own copywriters, display artists, letterers, typographers, binders, silk screen artists, packagers and shippers combine to eliminate duplication, headaches and high costs from your job. Result? A completely coordinated, expertly prepared sales presentation!

CALL: **MU 3-8215**

6 FULLY-EQUIPPED DEPARTMENTS

- COPY & DESIGN
- SILK SCREEN
- ART & PRODUCTION
- TYPE & LETTERPRESS
- BOOKBINDING
- DISPLAYS & EXHIBITS

RAPID ART SERVICE INC.
304 EAST 45 ST NY 17

Who buys all the groceries?

HARD PEOPLE, SOFT PEOPLE OR REAL PEOPLE?

There aren't any hard or soft people in supermarkets, are there? Only in our funny picture, and in trade talk—where a man who specializes in waffle mixes, for example, is called a "soft goods man." And a man who specializes in waffle *irons* is called a "hard goods man." Now, we know that people who make things have to specialize somewhat. After all, we couldn't have blueberry irons and steel waffles.

But people who buy things don't specialize. They buy both waffle mixes and waffle irons. And what's more, they read ads and watch commercials about both. We know, because we make advertising. We don't make products. We make products *interesting*.

And yet, we're occasionally asked whether we're hard or soft. Or how many "peanut butter people" we have. Well, we have lots of "peanut butter people," but right now they're working as "truck tire people" and "transoceanic travel people." So you see? We only have people 700 of them. And the only thing they specialize in is advertising—whatever you specialize in making.

What *do* you specialize in making? We can be reached by writing President's Office over our Detroit address.

CAMPBELL-EWALD ADVERTISING

DETROIT 2, MICH. · NEW YORK · CHICAGO · LOS ANGELES · HOLLYWOOD · SAN FRANCISCO · WASHINGTON · DENVER · ATLANTA · DALLAS · KANSAS CITY · CINCINNATI

ANOTHER QUESTION: Would you say that a man who can sell head lettuce to head-hunters has to know more about head lettuce, or more about head-hunters?

American Hospital Supply Livens Up Ad Approach to Push 25,000 Products

By Emmett Curme

EVANSTON, ILL., Oct. 18—How do you successfully market and advertise some 25,000 different products?

American Hospital Supply Corp., the nation's largest seller of hospital supplies, has successfully solved these problems. The company, which had sales of $77,881,698 in 1959, predicts that sales this year will hit the $100,000,000 mark for the first time.

Although it had record sales and earnings last year, the company revamped its advertising approach this year in an effort to liven up its product advertising and to improve its already solid corporate image.

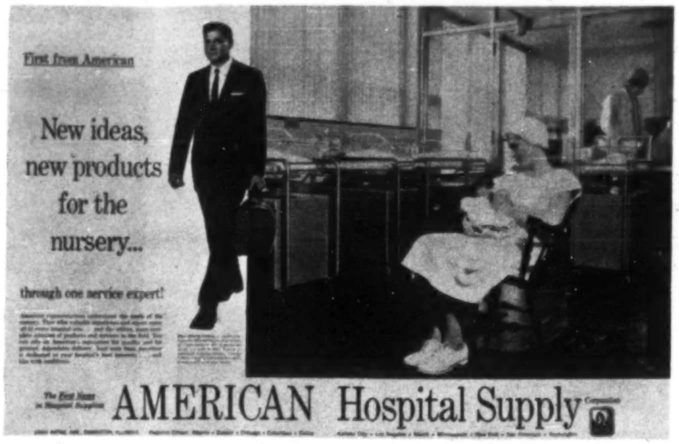
■ American Hospital Supply Corp. markets such products as hospital and surgical functional equipment, parenteral solutions, wheel chairs, surgical instruments, blood typing serums, laboratory controls, supplies and equipment and rubber gloves. It sells some of the products under its own trademarks and the remainder under other manufacturers' trade names. AHSC can provide practically all the supplies, equipment and furnishings of a hospital with the exception of fuel, food and most drugs. Among its customers are some 95% of the hospitals in the U.S.

AHSC's products are marketed through four operating divisions and 21 subsidiaries. The four divisions, all located here, are hospital supply, scientific products, international operations and parenteral products. The hospital supply division accounts for more than 50% of total sales, while the scientific products division, which sells supplies and equipment to clinical and industrial laboratories, currently does about $20,000,000 in sales.

Almost all of AHSC's advertising activities are concentrated in its hospital supply and scientific products divisions. The company does no advertising for its parenteral products (nearly 100 intravenous products), and its international division does only spotty advertising in some Latin American publications.

■ James P. Ince, director of advertising and public relations for AHSC's four operating divisions, told ADVERTISING AGE that the company last fall requested its agency, Alex T. Franz Inc., Chicago, to come up with some fresh ideas for campaigns this year.

"We wanted to get a fresh look and a lighter and more human approach for our ads," Mr. Ince said. "We felt that our ads should get away from the dull, stodgy product approach and have more emotional appeal and punch."


First from American
New ideas, new products for the nursery...
through one service expert!
The First Name in Hospital Supplies
AMERICAN Hospital Supply Corporation

OLD ROCKIN' CHAIR—*This ad, one of a new series being run this year by American Hospital Supply Corp. in six hospital publications, last week won a Readex award.*

Prior to this year, AHSC's ads for hospital supplies featured a single product or a limited line of its products. With some 25,000 products to sell, the greater majority of the products were never advertised. There was no continuing campaign for those products which were advertised.

AHSC currently is running monthly spreads in some six hospital publications which feature no specific products or lines. The new ads stress that the company offers a full line of hospital supplies, which are sold by experts in that field. Different company salesmen are featured in each of the ads with a brief sketch on each man.

■ One of AHSC's new ads, which pictures a nurse seated on a rocking chair in a hospital nursery, last week won a Readex award, Mr. Ince said. The headline in the ad reads, "New ideas, new products for the nursery . . . through one service expert!" The ad carries a picture of Charlie Fellers, an AHSC salesman, and a short sketch on him.

"We sell rocking chairs but we do not sell enough of them to warrant any advertising," Mr. Ince pointed out. "In this nursery ad, we try to convey the thought that our salesmen are experts in the selling of nursery supplies. However, as it turned out, we experienced a big sales gain in rocking chairs."

Mr. Ince said the new ads for hospital supplies have been well received by hospital administrators and other key customers. As an example, he cited the case of an AHSC salesman who called on a hospital administrator only to find him throwing darts at an AHSC ad, featuring the salesman, which he had pasted up on his office wall.

■ The company plans to spend about $500,000 this year in advertising for its four operating divisions. The figure includes not only ads in hospital and medical journals but also direct mail, catalogs and sales brochures.

AHSC currently is running monthly spreads in *Hospitals*, *Hospital Management*, *Hospital Progress*, *Hospital Topics*, *Modern Hospital* and *Southern Hospital*, and plans to continue this program through 1961. It also is running some ads in *Hospital Forum*.

A 16-page monthly sales bulletin is produced by AHSC and mailed to about 24,000 hospital executives. Brochures and direct mail pieces, containing data on specific products, are mailed frequently throughout the year to some 8,500 hospital administrators and purchasing agents. An 850-page catalog is mailed to every hospital in the U.S. every three or four years.

In advertising for its scientific products division, the company this year is using many more female models in its ads than ever before. Although the ads continue to feature specific products and lines as in the past, a lighter approach is used and less "nuts and bolts" copy is employed.

■ "We are trying to do a better job in pre-selling our customers and appealing more to their emotions," Mr. Ince said. "We feel that our current ads attract much more reader attention than our previous ads, which featured just sterile products."

AHSC currently is running pages in some 25 laboratory and technical journals. A 12-page clinical laboratory sales bulletin is mailed monthly to 24,000 pathologists and medical technologists. In addition, an eight-page monthly industrial (non-medical) laboratory sales bulletin is sent to 13,000 laboratory chemists, physicists and laboratory personnel who influence laboratory buying decisions. Special brochures on special product categories are mailed several times yearly to the 24,000 pathologists.

The Franz agency places all of the print advertising for AHSC. The company's own advertising department prepares and creates all of the catalogs, direct mail and sales materials.

■ American Hospital Supply Corp. was founded in 1922 by Foster G. McGaw, who borrowed $30,000 to start the business. Net sales the first year amounted to $264,000 and net earnings after taxes reached $18,000.

The company first became an advertiser in 1924 when it budgeted about $4,000 for publication ads and direct mail. AHSC says it has been the largest advertiser in the hospital supply field for some years.

The company believes it has a 12% share of market, and claims to be as large as its next five largest competitors combined. AHSC manufactures about 25% of the products it sells and buys the remaining products from other manufacturers.

Although advertising plays an important role in the selling of its products, the company employs a large, highly-trained selling force of some 300 men for its four operating divisions, and 150 salesmen for its 21 subsidiaries. #

REGISTER
UNIFORMITY
STABILITY

Travis
GLASS MATS

FOR
ROP

GLASS
NO-PAC
NOW AVAILABLE

WRITE
OR
PHONE

COLOR
PRODUCTION
SERVICE

250 PARK AVE., N. Y.
YUkon 6-7730

Ad Clinic #22

(a transparent device to get
you to read this Sheraton ad)

by Ivy Leake

Be specific

NOW
26,000
SHERATON
HOTEL ROOMS

SHERATON HOTELS

Chances are Sheraton has a few more or less rooms than the pat 26,000 figure stated in the headline.
Consumers want facts, not generalities.

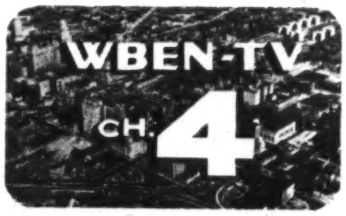
Yeah, but — the truth is — we've both missed the boat. It's closer to 27,000, what with the new Sheraton-Baltimore Inn, the new Diamond Head Wing of our Princess Kaiulani Hotel on Waikiki Beach and the new Sheraton-Tel Aviv, now under construction. If you'd like to know *everything* (room-wise) about Sheraton (and if you'd like to help us check the pull of this ad), send for free, 104-page Sheraton Booklet. Write: **Sheraton Corp., Ad Age Ad #22, 470 Atlantic Ave., Boston, Massachusetts.**

In Buffalo and

Western New York

for product

identification



use the station most closely identified with the market

Make your TV dollars count for more — on Ch. 4, the station identified with top coverage, penetration and sales in Western New York

National Representatives:
Harrington, Righter and Parsons

WBEN-TV CH. 4
CBS in Buffalo
The Buffalo Evening News Station

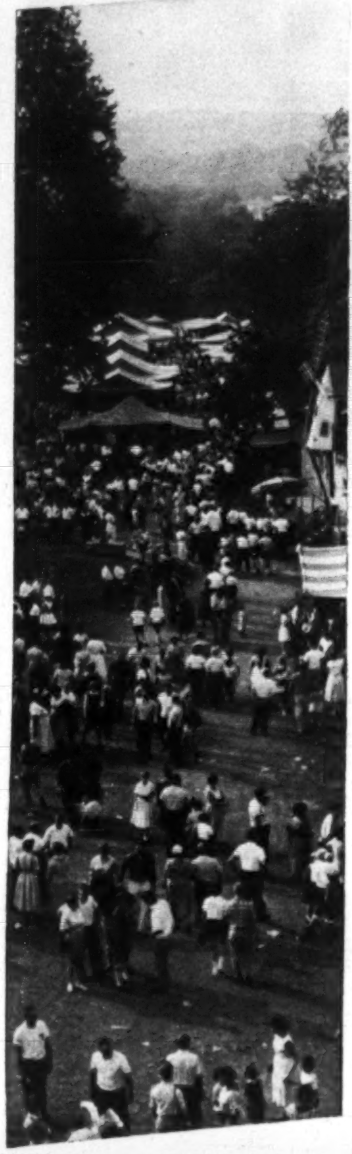
Adelante!

HE VISTO AVISOS DE SU COMPAÑIA EN TIME. "Come in. I've seen your company's ads in TIME." That's the warm greeting that representatives of companies that advertise in TIME's Latin America Edition can usually look forward to—even on cold calls. It's the same the whole (free) world over—to be as well-informed as their positions of responsibility require, leaders in business and government read TIME regularly. To get your sales story to these strategic people quickly, advertise in the International Editions of TIME. For details, contact your TIME International sales office.

TIME'S LATIN AMERICA EDITION. Published in English, the business language of the world, to reach decision-makers throughout Latin America. It consists of the editorial content of the U. S. Edition plus additional Latin American news and advertising directed to its special audience. TIME Latin America is air-speeded to major cities for fast delivery to readers the same day as the U. S. Edition of TIME. Latest filed ABC circulation: 68,818. Latin American sales offices located in Buenos Aires and Panama City. Five editions throughout the free world: TIME Latin America, TIME Atlantic, TIME Pacific, TIME Canada, TIME U.S.

TIME

At the CARTHAGE FAIR
. . . or ANYWHERE



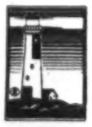
Of all the folks you see
from ABC Cincinnati . . .

7* OUT OF 10
read the
CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .
273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*



ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Bernarducci Stella Fares Braisted Lucas Corcillo Hiort

BEIRUT REPORT—*Samir Fares, advertising manager of the Dar-Al-Hayat publications of Lebanon, explains the Middle East picture at a New York luncheon of the International Media Buyers Assn. In attendance were Frank Bernarducci, Doyle Dane Bernbach Inc.; Caroline Stella, J. Walter Thompson Co.; H. Earle Braisted, Joshua B. Powers Inc.; Margot Lucas, Grant Advertising; Ronald Corcillo, National Export Advertising Service; and Karin Hiort, Foreign Advertising & Service Bureau.*

FTC Seizes Vita-Safe Shipment, Charges Product Mislabeled

WASHINGTON, Oct. 18—The Food & Drug Administration last week cracked down on one of the nation's biggest mail order distributors of vitamin and mineral capsules, in a move which was officially described as the heart of a campaign to stamp out promotions "which induce the public to spend millions of dollars annually for preparations which provide only unneeded benefits or claim false nutritional values."

■ Armed with a court order obtained by FDA, U.S. marshals seized shipments of Vita-Safe, a food supplement, at the post office in Middlesex, N.J., and at the company plant nearby. Vita-Safe is a product of Consolidated Sun Ray Inc., Middlesex, and the Vita-Safe division is regarded by FDA as one of the largest nationwide mail order distributors of vitamin and mineral capsules in the U.S.

In seizing the product, the government charged "the labeling tends to imply that the ordinary diet is unable to supply all the nutrients needed by the human body and thus everyone suffers from certain nutrient deficiencies which can be alleviated by taking Vita-Safe."

■ The order also charged that promotional material for the product included misleading statements suggesting that it is an adequate treatment for 32 different physical and mental conditions, including depression and tension, impotency, growth failure in children, and lowered resistance.

The seizure is part of a continuing campaign that has been conducted by FDA against what it calls "nutritional quakery." Vita-Safe has also had difficulties with the Federal Trade Commission in the past.

Two years ago the commission issued a cease and desist order to prevent it from mailing vitamins monthly to people who responded to a newspaper ad offering one month's supply of vitamins free. #

Hoy Joins Nemer

Thomas Hoy, formerly director of advertising and public relations of the Sherman Hotel and Ambassador Hotel, Chicago, has joined the staff of Nemer Advertising Agency, Minneapolis, which specializes in hotel, motel and resort accounts.

Advertising Review Board Formed in Atlanta

The Atlanta Advertising Club and the Better Business Bureau of Atlanta have formed an Advertising Review Board, designed to increase public confidence in all types of advertising. Announcement of the board's formation was made through the publication of a booklet which is being distributed throughout the Atlanta area to businesses and advertising media.

Panels from the new review board, composed of seven members of the board of directors of the better business bureau and the ethics committee of the advertising club, will be chosen to consider and render decisions on advertising about which complaints or questions are raised.

Packer Buys Western Outdoor

Harry Packer Jr. has purchased controlling interest in Western Outdoor Co., El Paso, and will run it under the name Packer Outdoor Co. Mr. Packer has been associated with the Packer Corp., Cleveland, which is owned by his father, H. H. Packer.

AF-GL Promotes Three

Lawrence Butner, previously chief time buyer of Albert Frank-Guenther Law, New York, has been promoted to the new post of manager of the radio-tv department. William J. Quail Jr. and Leith S. Lyman, account executives, have been named vps.

DeFelice Elected Club Head

Norma DeFelice, secretary-treasurer of DeFelice Advertising Agency, Tulsa, has been elected president of the Oklahoma Sooner Chapter of American Women in Radio & Television. Also elected were Lina Lee Ryan, KOTV, Tulsa, eastern area vp; Fran Morris, KWTV, Oklahoma City, western area vp; Reba Webster, free lance, Oklahoma City, treasurer; and Marguerite Cunningham, Swan & Mason Advertising, Tulsa, treasurer.

McKeon Appointed VP

Henri, Hurst & McDonald, Chicago, has appointed John B. McKeon a vp. Mr. McKeon will continue to head the marketing and research departments and will serve on the agency plans board.

PERSONAL SERVICE

Vincent J. Collins has been a member of The Farley Company team for ten years. Knowledge of the media fields he serves is a prime requisite. Vince, as an independent representative, has gained broad experience through contact in the specialized business markets we serve. His sincere desire to make this experience available to you is a distinguishing mark of service of The Farley Company man.

Markets Served

Air Conditioning · Electrical Contracting · Electric Utilities · Electronics · Industrial Maintenance · Industrial Distribution · Mechanical Contracting · Policy Level Management · Savings & Loan

THE FARLEY COMPANY
Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. · FI 6-3074

The Nation's 57th Industrial Market*
* Dun's Review, July, 1960

Ranks No. 2 in Iowa-Illinois—Only Chicago is larger

Data recently compiled by the analysts of Dun's Review reveal that the Quad-City area ranks 57th in size by the accepted standard of value added by manufacture. Over 500 firms contribute to this volume.

65% of Quad-Citians are employed on the Illinois side, the Argus-Dispatch coverage zone, where 55.5% of them live.

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
OVER 1/4 MILLION PEOPLE

3RD LARGEST MARKET IN ILLINOIS-IOWA

Rumble, Crowther Resigns British Ford Account

London, Oct. 20—The British Ford account was resigned this week by Rumble, Crowther & Nicholas.

RC&N—agency for Ford Motor Co. Ltd. since the end of World War II—created a sensation here by announcing its resignation on the eve of the annual British Motor Show.

Ford has long been the agency's soupbone account, with current billings in excess of $2,000,000.

RC&N, which billed an estimated $4,200,000 in 1959, announced it had informed Ford that it wished to terminate their relationship because of some basic disagreements.

The agency, which has been handling advertising for Ford passenger cars and trucks, offered to continue to service the account until Ford was able to select a successor.

The Ford business represents one of the largest accounts in British advertising. Prior to World War II, it was with N. W. Ayer & Son, which originally went abroad to service Ford. Ayer has since abandoned the international scene.

■ Speculation was rife here on the chances of J. Walter Thompson Co. landing the account. JWT services Ford in many parts of the world—the U. S., Latin America and Germany. It does not have an auto account in Britain.

In the opinion of many observers here, however, Ford will stick with a British agency. While Ford Motor Co. of the U. S. owns a majority of shares in the British company, it is only a bare majority. There is substantial British capital in Ford Motor Co. Ltd. and the company has been allowed a wide degree of independence. It is thought that the British executives who run the company will bend over backward to avoid any suspicion that Detroit is calling the moves. #

No 'Bloc' Controls ABC Board Voting, Farrell Declares

New York, Oct. 20—Taking time out at the 46th annual meeting of the Audit Bureau of Circulations, William R. Farrell, chairman, took a swipe at criticisms that advertisers and agencies no longer effectively set ABC policy.

His remarks were aimed at comments made last August in an editorial "in a leading business publication" which he did not name but which clearly was understood to be *Industrial Marketing*.

The editorial, he said, stated that while advertisers and agencies still hold the majority of places on ABC's board, they are no longer setting ABC policy, and that to such directors, serving on the board is a kind of thankless sideline.

Mr. Farrell said that contrary to an inference in the article, ABC's basic reason for existence continues to be "to give adequate, reliable and unbiased information." He added that the bureau's reports are being developed and improved not only through deliberations by publishers alone but by advertisers and agency executives, too.

■ "Here are more facts," he continued. "Seventeen board members are representatives of advertisers and advertising agencies. At three meetings representation has been balanced. At six meetings publication directors have had a majority. ABC's board chairman has always been the representative of an advertising agency or advertising member, as I am.

"Even so, there is no 'bloc' voting on an issue before the board."

Citing instances where members had argued points of view against their own private interests, he said that he found "all directors viewing the questions that come before us, not as partisans, but as a 'bureau of standards,' whose proceedings are not debates, but careful examinations of problems with the view of producing standards that improve business conditions and promote the common interest of all who use ABC circulation facts."

■ Mr. Farrell referred briefly to the about-face which ABC took earlier this year over the question of circulation reports.

"In June this year, the ABC board of directors met in Quebec. We initiated action which I did not see as progressive, and which did not, in my opinion, deserve to be carried into effect in the bylaws and rules."

The action was rescinded at the September meeting, "with the result that in the reporting of business publication circulation, I anticipate that we will make substantial progress.

"As a buyer of advertising space, I believe the proposals under consideration point the way to outstanding advantages" in space buying and selling, he said. #

NBC Suit Protests FCC Rule on Spot TV Rep Activities

Washington, Oct. 18—NBC has charged that a Federal Communications Commission ruling to prevent networks from acting as tv spot ad representatives for non-owned affiliates strips it of a "valuable and proper" business enterprise.

In a brief filed with the U. S. court of appeals, NBC stated that the FCC order would divest the network of NBC Spot Sales without evidence of impropriety or "even of any threatened harm or danger to the public interest." Filing separate briefs which reinforced the NBC position were KOA-TV, Denver; WRGB-TV, Schenectady; KSD-TV, St. Louis, and WAVE-TV, Louisville. All four stations are NBC affiliates.

■ FCC last October ordered that the networks wind up their tv spot sales activities for non-owned affiliates by Dec. 31, 1961. The commission's order held that by acting as reps the networks create an inherent conflict of interests and gain the power to curb competition.

In July, FCC turned down an NBC petition to suspend the two-year transition period pending the court of appeals decision (AA, Aug. 1). #

Two British Dailies Sold, Stop Publishing

Two of Britain's leading newspapers have folded. The *News Chronicle*, national daily with a circulation of 1,160,000, and its sister paper, the *Star*, London evening paper with a circulation of 735,000, published their last issues.

Both papers were controlled by the Cadbury Chocolate family. They were sold to Associated Newspapers Ltd., publisher of the *Daily Mail* and the *London Evening News*, for $4,200,000.

D'Arcy Promotes Eastman

Vern Eastman, vp and manager of the Los Angeles office of D'Arcy Advertising Co., has been appointed vp in charge of D'Arcy's western operations. Succeeding him as vp and manager of the Los Angeles office is Merritt Willey, an account executive.

Last Minute News Flashes

GM Signs FTC Stipulation on Corvair Ad Claims

Detroit, Oct. 21—General Motors Corp. today signed a Federal Trade Commission stipulation stating that the following advertised claims for its 1960 Corvair are "contrary to fact": (1) That it will deliver 33 miles per gallon under normal driving conditions; (2) that Corvair averaged 27.03 miles per gallon of regular gas in the Mobilgas economy run from Los Angeles to Minneapolis; and (3) that results of the Pure Oil economy trials proved Corvair will deliver 25% to 40% more miles per gallon than a conventional automobile. The stipulation requires GM not to misrepresent the results of tests in any other manner.

Texas Dailies Form Ad Sales Package

Dallas, Oct. 21—A package deal involving four or more Texas dailies is being negotiated here with an announcement expected about Nov. 1. It is believed that the *Dallas Times-Herald, Houston Chronicle, Fort Worth Star-Telegram* and *San Antonio Express-News* are discussing an arrangement under which their space would be sold as a unit, with discounts of up to 20% on b&w and color. Other dailies, including the *Beaumont Enterprise*, are being discussed as alternates in the package group. Of the four-paper package, all but the *Star-Telegram* are represented by the Branham Co.

FC&B Gets Minvitine, Scarfe Paint in Canada

Toronto, Oct. 21—Foote, Cone & Belding, Canada, has been named to handle the advertising for two Canadian companies. A campaign for Ovaltine Food Products Co.'s Minvitine, a diet plan food being introduced in Canada, will start immediately. Minvitine has attained national distribution in the U. S., where it is handled by Clinton E. Frank Inc. (AA, Aug. 22, Oct. 10). Scarfe Paint Co., Brantford, Ont., will switch to FC&B from Walsh Advertising Co. Jan. 1. This account bills about $100,000 a year. The Minvitine budget has not been set.

Williams Leaves Chesebrough-Pond's (Canada)

Toronto, Oct. 21—Edward Williams has resigned as president and general manager of Chesebrough-Pond's (Canada) Ltd. No successor has been named. Norman Richardson, a vp, has been appointed acting general manager.

B&B Resigns Ansco, Ozalid; Other Late News

• **Benton & Bowles,** New York, has resigned the Ansco photographic products and Ozalid copying process of General Aniline & Film Corp., with combined billings of $2,000,000. Ansco is inviting eight or nine agencies to make presentations; the Ozalid division may appoint a separate agency for its account.

• **Hertz Rent-All Corp.** has appointed Needham, Louis & Brorby, New York, as its agency. NL&B already handles car and truck leasing advertising for Hertz Corp. A news item earlier this month about the formation of the new Hertz division (AA, Oct. 10) incorrectly listed Norman, Craig & Kummel as the agency.

• **R. L. Post** has been named assistant national advertising manager of Chevrolet, succeeding the late James S. Clark. Mr. Post was formerly regional sales promotion manager in Kansas City.

• **Paul H. Durish,** formerly assistant advertising and sales promotion manager of Studebaker-Packard of Canada, Hamilton, Ont., has been named to head those operations.

• **Shepard Chartoc** has been named tv-radio coordinator of Helene Curtis Industries, Chicago cosmetics company, a new position. He formerly was vp and radio-tv director of Gordon Best Co., Chicago agency.

• **C. Howard Lane,** formerly exec vp and managing director of KOIN-TV, Portland, Ore., has been named president of KOIN and KOIN-TV, succeeding the late Ted R. Gamble. Mr. Lane is active in many industry association projects, most recently having served as chairman of the presidential selection committee of the National Assn. of Broadcasters.

• **St. Louis Globe-Democrat** is offering frequency discounts under the Continuity-Impact-Discount plan pioneered by the *Louisville Courier-Journal* and *Times* (AA, Sept. 14, '59). Also new are sliding scale rates with maximum 5% discount for 200,000-line volume. Both changes are effective Jan. 1.

• **Sid Stone Advertising Agency,** Milwaukee, has been named to handle the Herbst Shoe Mfg. Co. account. Herbst made a stir a month ago when it sent an elaborate questionnaire to Milwaukee area agencies; the account had been resigned by Charles Meissner & Associates (AA, Sept. 12, 26). The company narrowed its search to 16 agencies, then to three. Besides Stone, the finalists included Mautner Agency and Kuzwa-Greene & Associates. The agency will place about $133,000 in commissionable billings for the account, plus fees from sales counseling and direct mail.

• **Dodge dealers' association** of Los Angeles and Orange counties has named Cole Fischer Rogow to handle its advertising, succeeding Grant Advertising, effective Nov. 19. The association said its budget will be "at least" $500,000.

• **Stouffer Corp.,** Cleveland, has named Ketchum, MacLeod & Grove, Pittsburgh, to handle advertising for its frozen foods division. J. Walter Thompson Co. was the former agency. The line includes 15 entrees, six vegetables and five desserts.

• **Lyle V. Martin** has been named advertising manager of the Thermoid division of H. K. Porter Co., Pittsburgh. He was formerly advertising and sales promotion manager of the Carter carburetor division of ACF Industries, St. Louis.

• **J. M. Mathes Inc.,** New York, has elected Wilfred S. King exec vp. Mr. King joined the agency at its founding in 1933, became a vp in 1940 and a director in 1945.

• **Earl J. Kolb** will succeed Everett F. Haycraft, who has resigned as director of hearing examiners of the Federal Trade Commission, effective Nov. 1. Mr. Haycraft will remain with the commission as a hearing examiner until the end of the year, when he will retire, after 43 years with the FTC. Mr. Kolb has been with FTC for 22 years and a hearing examiner for the past 13.

• **Sports Cars Illustrated,** a Ziff-Davis publication, plans to change its name next year to *Car & Driver* in a move to attract more Detroit advertising.

Wade Acquires Kastor, Oldest Chicago Agency

(Continued from Page 1)

become senior vp of the combined organization under the Wade name.

John T. Urice, Kastor vp, will become a vp at Wade, and Ashley Belbin, Kastor vp and copy chief, will become creative supervisor of Wade.

Ashley Belbin

John Urice

■ Mr. Harms told **Advertising Age** that "practically all" of the present 26 Kastor employes would make the move to the Wade offices. These include vps James H. West, W. O. Yocum and Dean Snow. Wade's personnel structure will not be affected.

Wade currently employs 99 people in headquarters here, 35 in Los Angeles and three in New York. Kastor's office in Dallas, staffed by the personnel handling the Neuhoff Bros. account, will be maintained under the Wade name.

It is expected that all major accounts served by Kastor will move to Wade. These include International Milling Co., Charles Bruning Co., Campana's Bantron, Fannie May Candy Co. and Neuhoff.

Kastor's current billing is about $3,000,000.

In addition to the giant Miles Laboratories account, Wade also numbers among its clients Unexcelled Chemical Corp., Zurich-American Insurance, De Met's Inc., Dot Records, Mohawk Petroleum Corp., Aireloom Bedding Co. and Toni Co.'s Deep Magic.

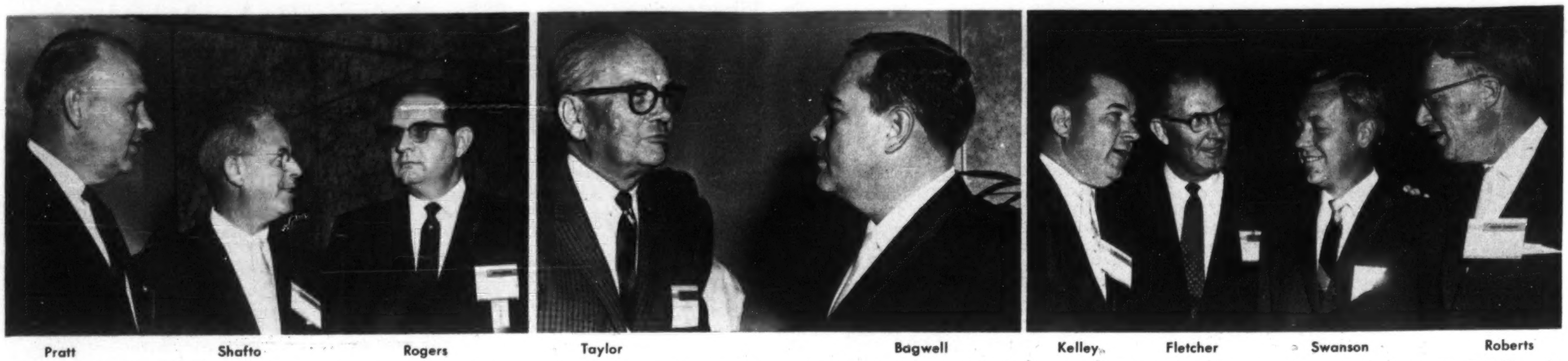
Despite the loss of about $8,000,000 in billings when Alberto-Culver moved to Compton Advertising (AA, July 11), Wade reports it currently bills about $24,000,000.

■ The Kastor agency dates back to 1895, when H. W. Kastor and seven sons founded the agency in St. Louis. The family moved to Chicago about 1900 and opened a local office, now the headquarters. The only surviving son is Arthur G. Kastor, president until last year and now board chairman. He reportedly will not make the move to Wade.

The Kastor agency at one time had offices in New York, Los Angeles and St. Louis. In 1945, H. Kastor Kahn, nephew of Arthur G. Kastor, and then president of the Kastor agency, announced formation of a new agency in New York, Kastor, Farrell, Chesley & Clifford, which he headed as president. Shortly after he was succeeded as president of H. W. Kastor & Sons by Arthur G. Kastor.

■ Kastor for many years handled a number of Procter & Gamble products, losing the last piece of P&G business in 1957, when American Family left the agency for Tatham-Laird, terminating a 27-year relationship between P&G and Kastor.

Wade was founded in 1909 by the late Albert G. Wade with one employe, a secretary. In 1932 Walter A. Wade, his son, became president and A. G. (Jeff) Wade II, his grandson, was named president in 1951; he is now board chairman of the agency. #



DALLAS NAB—*At the regional meeting of the National Assn. of Broadcasters in Dallas were Robert L. Pratt, KGCF, Coffeyville, Kan.; G. Richard Shafto, WIS-TV, Columbia, S. C.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Ted Taylor, self-styled "retired former broadcaster" of Taylor Radio & TV Corp., Fort Worth; Norman P. Bagwell, WKY and WKY-TV, Oklahoma City; R. Boyd Kelley, KRRV, Sherman, Tex.; Earle Fletcher, KXOL, Ft. Worth; Bill Swanson, KTUL-TV, Tulsa; William A. Roberts, KRLD, Dallas.*

ADA Head Insists Crest Endorsement Will Spur Truth in All Toothpaste Ads

(Continued from Page 1)

it runs counter to present opinion or dismisses some of our present prejudices."

Dr. Jeserich said the members of the council were unanimous in their action, and the usefulness of stannous fluoride had been proved in research as early as 1958. He also cited other supporting studies which have been published as long ago as 1955.

"The council has reported that for technical reasons having to do with the complexity and stability of the stannous fluoride dentifrice, a report by the council which did not identify the specific product as Crest would have been relatively meaningless and subject to abuse by firms which could not market an effective product," he said.

■ He said some members have been concerned with the publicity given the announcement, and the resultant public discussion. Not all of the publicity was desirable or favorable, he admitted, but he pointed out that all of the publicity was not within the control of the association. "On the benefit side of the ledger, the announcement made the public conscious that there was a measure for the falsity of claims on caries prevention; that most companies did, in fact, make false or misleading claims."

Dr. Jeserich said that for years he has deplored the spreads in media in which false and misleading claims have been made for toothpastes. In his opinion, the one-page Crest ad will do much to force other advertisers to be more careful in their claims.

■ He said the council has, as a condition of recognition, required that Crest advertising conform to its long established standards. However, he noted, this has not served to control "signs and posters used in drug stores. We do not have control over this type of thing, but we do have control over Procter & Gamble.

"The council will not permit advertising which claims that the product is a substitute for regular toothbrushing; that it is a substitute for dental public health measures such as the fluoridation of public water supplies; that it permits unrestricted consumption of sugar-containing confections with no consequent hazards to dental health; that it is a substitute for necessary or appropriate professional dental treatment," he said.

"The advertising for this product has already undergone major changes to conform to the standards of the dental profession and 'I venture to say it will not be long before we hear a new slogan on television: 'Look, Mom, no false claims'."

■ The rumored revolt against the ADA recognition of Crest failed to materialize at the meeting.

The principal debate in the group's house of delegates was in connection with a resolution of the Connecticut State Dental Assn., to the effect that the action of recognition be rescinded. The resolution was defeated by a vote of 279 to 94.

In the discussion, the principal concern appeared to relate to the manner in which the recognition was announced. Supporters of the resolution objected to the fact that the announcement went to dentists from Procter & Gamble, rather than from ADA. It was also asserted that a great many dentists received the P&G announcement and their copies of the *Journal of ADA* after the public announcement Aug. 1.

■ To this the answer was that the council had been aware of the great public interest that would result from recognition of Crest, and that P&G was allowed to send the announcement with a reprint of an article about Crest in the *Journal*, because it would have been costly for ADA to have done so. Another factor was that the association has not sent out such announcements for other products recognized, and this would have set a precedent for the future.

The most vocal opponent of the recognition was Dr. Michael Zazzaro of Connecticut, who asserted the ADA has lost prestige as a result of the action. "Dentists have no more business in advertising than advertising men have in dentistry," he said.

Two additional resolutions were offered relating to Crest. One directed that statements of decision reached by agencies of the association which affect public opinion shall be edited by the bureau of public relations and approved by the board of trustees. The second required that any future proprietary endorsements require the approval of both the board of trustees and the house of delegates. These were defeated without discussion.

ARM & HAMMER FLEXES ITS MUSCLE

Los Angeles, Oct. 21—While dentists were embroiled in controversy over the ADA endorsement of Crest at the convention here this week, Church & Dwight Co. has been coolly passing out samples of Arm & Hammer baking soda and toothbrushes.

The company quietly points out that baking soda has had the dental association's okay as a dentifrice since 1932 and that it is under Class A in "accepted dental remedies." Crest is under Class B, indicating limited acceptance.

Arm & Hammer has been advertised in the official publications of the American Dental Assn.; *The Journal of the American Dental Hygienists Assn.*; and the *Journal of the American Dental Assistants Assn.*

It will conduct national advertising of baking soda as a dentifrice during National Children's Dental Health Week in 1961. #

Expect 20 Quiz Contestants to Face N. Y. Probe

New York, Oct. 21—The latest chapter in television's biggest scandal, the fixed quizzes, is still being written.

This week a parade of quiz winners, all charged with having lied to a New York grand jury, began surrendering to the district attorney's office. Among those arrested were Charles Van Doren, a professor before he became a television quiz star; Mrs. Vivienne Nearing, a lawyer, who defeated Mr. Van Doren, and David Mayer, market researcher. All were accused of having lied to the grand jury when they said they had never received questions and answers in advance.

All those arrested—the number is expected to reach 20 eventually—were contestants on the now defunct "Tic Tac Dough" or "Twenty-One." Both these popular shows were carried on NBC. If convicted the accused face maximum penalties of a year in jail and a $500 fine.

The first case set for trial is that of Morton Harelik, Brooklyn, who pleaded not guilty. His case was scheduled for Nov. 3. The other 13 arrested at mid-week were freed on parole; their pleas will be entered Nov. 10. #

Wander Establishes New Proprietary Division

Wander Co. has organized a new proprietary division, Aar-Bern Pharmacal Co., with headquarters in Chicago. George H. Hargrave, former director of wholesale sales for Schick Inc., has been named general manager, and Gerald C. Wojta, previously sales manager of Smith-Dorsey Pharmaceuticals, Lincoln, Neb., has been appointed director of sales and promotion.

Several new products will be marketed, probably after Jan. 1. Wander currently is talking with agencies but has not yet made a selection. The new division's ad budget has not been set.

Best Adds 4, Promotes 1

Howard Medici, formerly director of marketing services for Rival Packing Co., Chicago, has joined Gordon Best Co., Chicago, as merchandising and promotion manager. Other new additions to the Best staff include John Koelle, art director, previously with Foote, Cone & Belding; Helen Wood, radio-tv media manager, formerly with Aubrey, Finlay, Marley & Hodgson; and Jan Van Eekeren, radio-tv time buyer, previously with George H. Hartman Co. Malcolm J. Proper Jr., production manager, has been promoted to traffic manager.

American Tobacco Buys TV Special With Nostalgic Theme

New York, Oct. 19—American Tobacco Co. is bearing down on the nostalgic approach these days in its efforts to boost the sales of Lucky Strikes. The current ad theme is "Remember how great cigarets used to taste? Luckies still do."

This theme, which could serve to remind smokers of the days before the filters became the rage and the days when Lucky Strike was the top selling brand, is going over so big with the advertising strategy planners at the tobacco company that it has been adopted as a title for a future tv special.

The hour spectacular, "Remember How Great," will be seen Feb. 9 on NBC-TV. Coming back to work for his longtime sponsor on this musical variety telecast is Jack Benny. The outing also represents a reunion for Mr. Benny and his former network NBC. His weekly State Farm Mutual and Lever Bros. shows are seen on CBS, but he no longer is under exclusive contract to that network.

■ Details of the Lucky Strike special have not been worked out but the blueprint sounds as though the musical section will be a kind of hit parade over the years. The show "will highlight some of the alltime popular hit songs of the past few decades to be sung by some of today's best known recording stars."

"Remember How Great" was placed through Batten, Barton, Durstine & Osborn. #

Hearst Buys Out Gannett in Albany; Continues Paper

Albany, Oct. 18—Hearst Corp., publisher of the *Albany Times-Union*, has acquired the *Knickerbocker News* from the Press Co., subsidiary of Gannett Newspapers, for $3,850,000.

In announcing the sale, Gannett said it sold the evening daily because "it was clear that two independent newspapers could not be operated economically under present conditions in Albany."

The *News* has a daily circulation of 66,000, against the *Times-Union* daily morning circulation of 71,000 and 119,000 on Sunday.

Hearst says the former Gannett newspaper will continue to be published as a separate daily and will use Gannett News Service.

Gene Robb, publisher of the *Times-Union*, will take over as chief executive officer of the *News*, while George C. Frank, *Knickerbocker News* ad director, will continue in that post under Hearst ownership. Edward J. Leahy, formerly national ad manager of the *News*, will become assistant manager of the Detroit office of Gannett Advertising Sales. #

Rainier Names DDB After Resignation of Miller, Mackay

(Continued from Page 1)

office, will be account supervisor.

■ In announcing the resignation James R. Miller, MMH&H president, said: "We regret to take this step, but we feel it has become clear that Rainier's ideas of advertising are significantly different from ours. It is not wise, or in good conscience, to prolong an association which seems to produce such divergent opinions and the resultant compromises."

Rainier was the major account in Miller & Co. when that agency was formed in 1952. Three years later Miller & Co. merged with Wallace Mackay Co. to form the present agency; Rainier has been in the present agency since that time.

■ Alan B. Ferguson, exec vp and general manager of Sicks' Rainier Brewing Co., told Advertising Age:

"I go along with the agency's statement. There were honest differences of opinion with respect to our advertising."

While neither the agency nor the client would talk about the points of disagreement, it is understood that the agency has not been happy with the entire 1960 campaign, which was tied to the theme of "the light touch."

MMH&H earlier developed the theme, "Rainier for life," which, with variations, has been the basic advertising theme for the beer for a number of years. #

'N.Y. Times' Europe Edition Bows; Ad Push Seeks Readers

Paris, Oct. 20—The new international edition of the *New York Times* made an ad-packed debut in Europe today.

With news stories transmitted across the Atlantic by Teletypesetter, the paper went to press here early this morning and was air-shipped to other European cities so that the international edition was on sale throughout Europe at the same time the New York edition was available in New York.

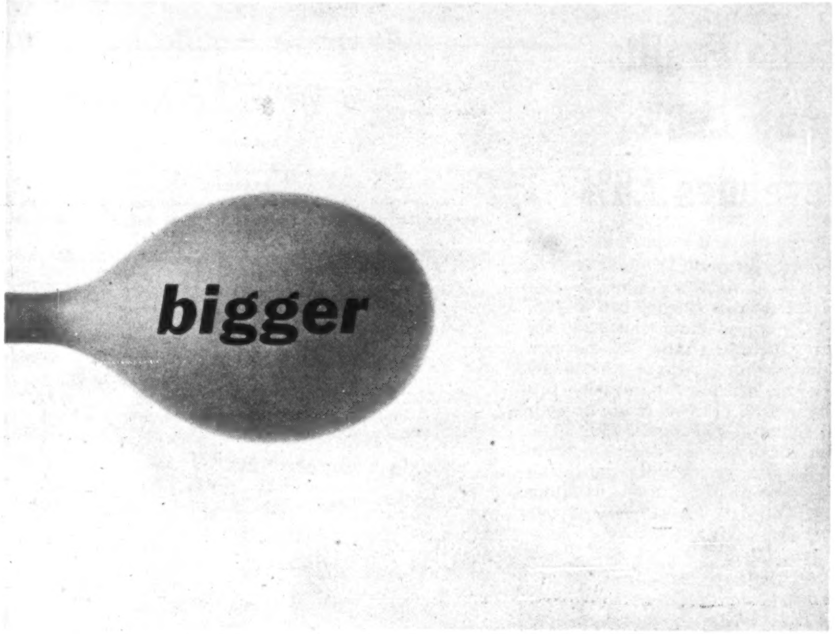
For the first issue the *Times* had more requests for advertising space than it could handle. The 24-page issue carried ads from 73 companies.

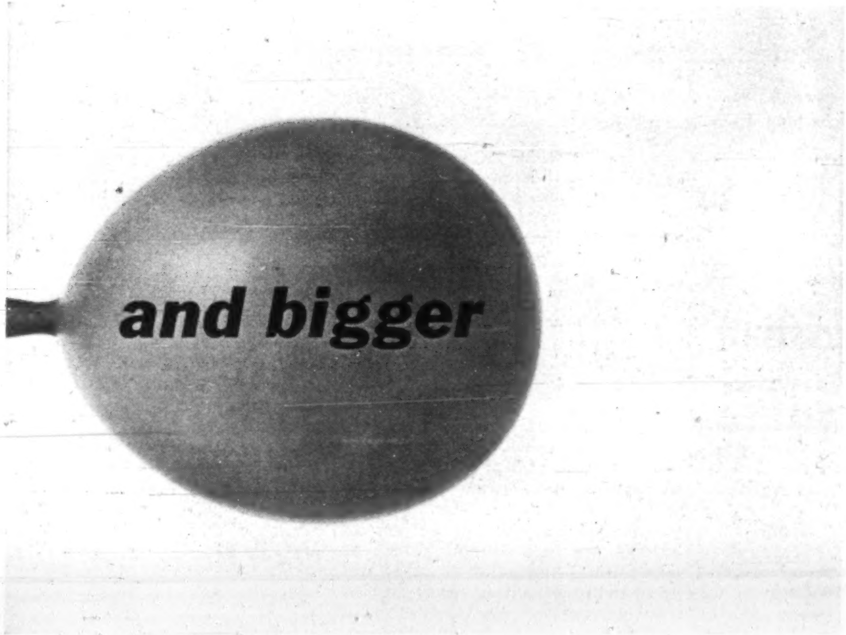
Among the advertisers were airlines, New York department stores, automobile companies, liquor companies, tobacco companies, and two advertising agencies—J. Walter Thompson Co. and Young & Rubicam. #

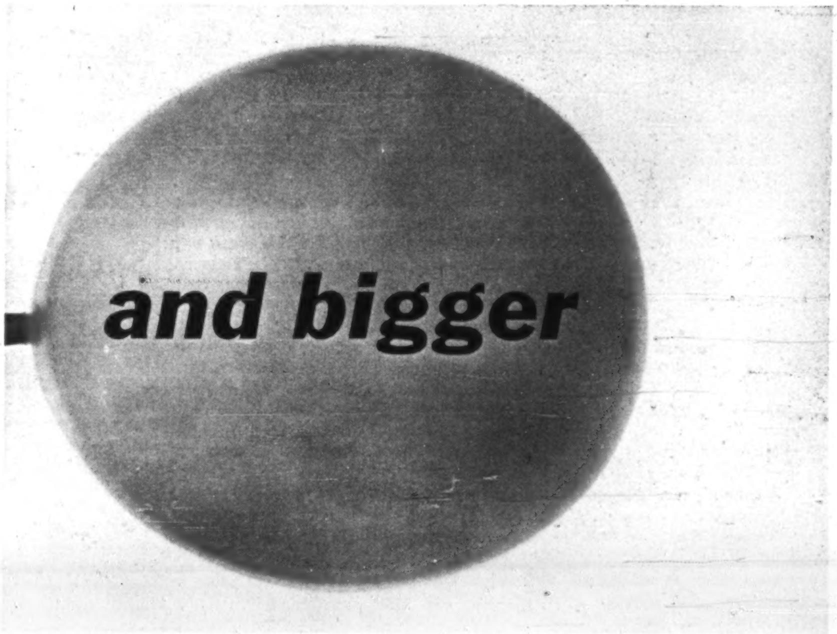
'Holiday' Appoints Johnson

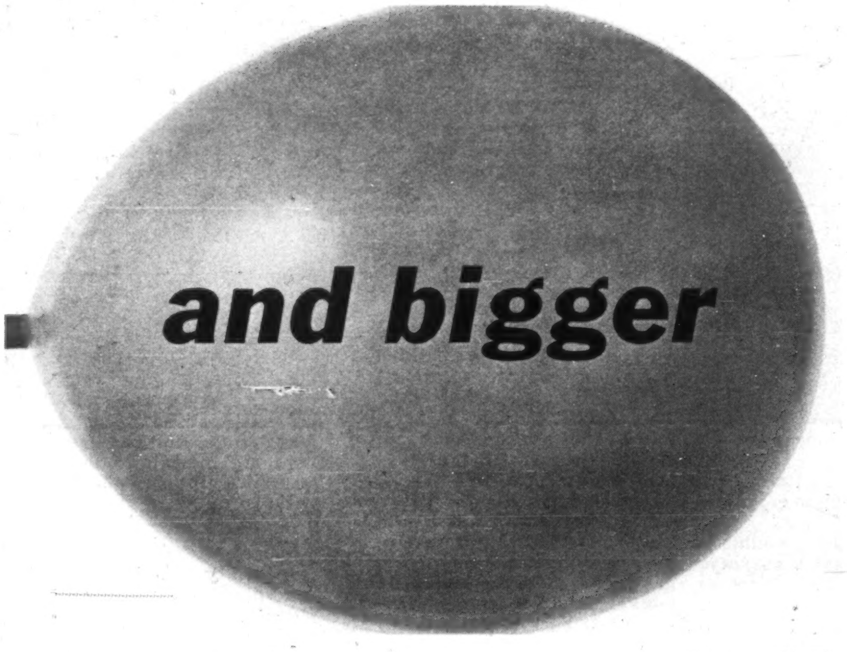
Peter G. Johnson has joined the advertising staff of *Holiday* in Atlanta. He was formerly trade relations representative for *The Saturday Evening Post* in Pittsburgh.

Some advertisers' claims, like balloons, get bigger and . . .









and . . .

Blam! A breath of truth, blown up to improbable size, gets stretched beyond all believability. So no one (except the advertiser) takes it seriously. Customers avert their minds from the inflated claim, the big boast headline, the unparalleled superlative.

And another advertiser wonders what happened to him. The answer? He was a victim of . . .

"The Great Moron Myth." Under this heading, there is a page in the Kenyon & Eckhardt Book of Creative Standards which reads: "At the root of much ineffectiveness in our business is the myth that the American consumer is a credulous creature who can be manipulated at the advertiser's will. Believing in this myth is probably the least painful way ever invented for losing a million dollars."

We have a different conviction at K&E. We believe our audience is at least as smart as we are.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

Radio Profits Jump 15.8%, Revenues 7.6%

(Continued from Page 1)

networks retained $21,842,000 from the sale of network time in 1959, compared with $25,669,000 in 1958.

FCC figures show that 3,380 stations, including the 19 network owned stations, received $8,894,000 from sale of time for network programs, $188,143,000 from national and regional spot, and $359,138,000 from local advertisers. The combined sales of network radio, national and regional spot, and local advertising are up $47,948,000 over last year.

■ The stations paid a total of $57,968,000 in commissions to agencies and reps, while the networks paid $4,897,000 in commissions. A year earlier the stations spent $53,200,000 for commissions, while the networks paid $6,443,000.

Although broadcast expenses are up 6%, profits rose to $43,989,000, an increase of 15.8%. The 3,361 non-network owned stations accounted for the sharp upturn, with profits up from $41,621,000 in 1958 to $48,481,000 in 1959.

Both networks and the 19 network-owned stations showed continued profit declines. Network losses from network operations increased from $9,300,000 in 1958 to $9,903,000 in 1959.

Network owned stations reported an income figure of $5,411,000 in 1959, which is down from the 1958 figure of $5,676,000. That leaves the networks with a net loss of $4,492,000 in 1959, compared to a net loss of $3,600,000 in 1958.

■ FCC reports that the combined earnings of radio-tv broadcasters have reached $264,700,000, up a whopping 26.5% from last year. Both radio and tv enjoyed substantial increases. Radio profits, with fm included, increased 13.7% to $42,400,000 in 1959, after a succession of decreases. In 1958 radio earnings fell 31.7% to $37,300,000, while in 1957 earnings amounted to $54,600,000.

Figures previously released by FCC show that television continued as the big breadwinner of the broadcast industry in 1959 (AA, Sept. 5). Tv earnings showed a 29.3% rate of growth over 1958, with profits of $222,300,000. In 1958, television earned $171,900,000.

Revenues from radio network sales and from national and regional spot continued to go largely to the 1,218 stations located inside standard metropolitan areas, while the almost 2,200 stations located in smaller communities depended largely on local advertisers.

■ Nearly 1,200 stations in the metropolitan areas received about two-thirds of the $556,175,000 from sale of broadcast time. Their revenue sources included $216,070,000 from local advertising, $161,537,000 from national and regional spot, and $6,627,000 from network advertisers. This represented over 60% of total industry sales to local advertisers, over 90% of the industry's national and regional spot revenue, and about 75% of the payments to stations for carrying network programs.

The stations outside metropolitan areas received $171,940,000 from time sales, most of it—$143,068,000—from local advertising. The amount also included $26,606,000 from national and regional spot and $2,267,000 from network programming. #

Average Per Radio Station Financial Data for Stations Operating All of 1959

Classified by Size of Standard Metropolitan Area and Communities Not in Metropolitan Statistical Area[1]

Population of:	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Average Time Sales: Networks	Average Time Sales: National and Regional Advertisers and Sponsors 2/	Average Time Sales: Local Advertisers and Sponsors 2/	Total Stations Reporting	Total Broadcast Revenues 3/	Total Broadcast Expenses	Total Broadcast Income 4/
2,000,000 and over	171	171	$10,642	$423,202	$361,715	171	$719,174	$568,070	$151,104
1,000,000 - 2,000,000	77	75	6,480	227,410	272,975	76	455,514	408,062	47,451
500,000 - 1,000,000	197	194	9,020	145,102	194,600	196	314,986	285,584	29,402
250,000 - 500,000	329	322	5,251	82,509	151,645	323	222,130	204,395	17,735
200,000 - 250,000	80	78	3,000	65,142	121,005	78	177,738	175,656	2,082
150,000 - 200,000	114	113	2,526	51,561	113,705	114	160,552	153,611	6,941
100,000 - 150,000	184	179	2,574	42,305	112,867	183	150,971	143,852	7,119
50,000 - 100,000	74	73	3,132	32,003	105,427	73	137,493	130,902	6,591
25,000 - 50,000	323	323	2,278	19,470	92,938	323	115,277	110,063	5,214
10,000 - 25,000	618	608	1,148	14,725	80,004	613	94,979	88,204	6,775
5,000 - 10,000	569	538	616	9,397	61,047	564	68,569	62,537	6,032
2,500 - 5,000	381	332	390	5,355	53,121	373	54,167	50,520	3,648
Less than 2,500	166	140	194	6,320	47,323	161	48,381	45,905	2,476
TOTAL	3,283	3,146	$2,822	$59,732	$112,797	3,248	$161,034	$144,201	$16,833

1/ Census of Population, 1950. 2/ Before commissions to agencies, representatives and others.
3/ Total revenues consist of total time sales less commissions plus talent and program sales. 4/ Before Federal income tax.

Thomas & White Opens

Thomas & White Inc., a new agency with headquarters at 393 Northfield Ave., West Orange, N. J., has been opened by Thomas H. Leggett Jr. and Gerene B. Coates. Both principals formerly were account executives for Ward William & Co.

DX Sunray Uses Insert

DX Sunray Oil Co., Tulsa, will run a four-page color insert in fall issues of 12 petroleum marketing magazines for the second consecutive year. Potts-Woodbury, Kansas City, is the agency.

Where Networks Get Their Income

Advertising Age Compilation from FCC Reports

(Millions of Dollars)

	Four Major Radio Networks: Network Operations 1959	1958	Network Owned Stations 1959	1958	Three Television Networks: Network Operations 1959	1958	Network Owned Stations 1959	1958
Time Sales								
Network Time	26.7	33.4	0.8	1.7	287.8	277.5	30.5	29.2
Nat'l, Reg'l Spot	——	——	23.0	22.3	——	——	92.6	73.5
Local	——	——	10.6	11.4	——	——	27.3	24.6
Profit (or loss)								
Before Taxes	(9.9)	(9.6)	5.4	5.6	32.0	34.0	55.9	43.0

PROFIT AND LOSS—*Figures reported here show separate breakdowns of network income from network operations and station operations in tv and radio.*

Marketing Men to Succeed Admen in Future: Christian

NEW YORK, Oct. 19—Playing a crystal-gazing role at a seminar on business paper buying and selling sponsored by Associated Business Publications and the American Assn. of Advertising Agencies, Richard C. Christian, president of Marsteller, Rickard, Gebhardt & Reed, today forecast the shape of things to come in the advertising world. Then he came back to the present to deplore some of the things—and the people—with which the industry is "cursed."

Mr. Christian said that by the end of the 1960s most advertising men would be marketing men. "To put it in another way, mostly it will be marketing men who will head advertising and sales promotion and publicity."

In addition, he said, admen were probably in for more title changes, with the "marketing services manager" becoming increasingly common.

■ The adman of the future "will need to understand cost accounting and depreciation to a much greater extent, and have a much better understanding of the real effects of overhead and taxation. He will understand individual product profitability and what produces profits and how they are calculated. He will have to know a great deal more about pricing. He will have a much better grounding in psychology."

Even the agencies would be drawn along into the total marketing program of the advertiser, Mr. Christian said. "The agency is going to have to provide increased research and public relations services. It is going to have to take on collateral materials and catalogs, whether it likes it or not. It is going to have to produce more visual aids."

The media department is going to be staffed with true analysts, and "we are likely to have specialists in overseas advertising, and even media specialists by markets. The advertiser of the future is going to want this attention," he said.

Mr. Christian forecast that business paper publishing was also headed for a change. Advertisers and their agencies, for example, have been relying more and more on the research facilities of business publications, he said. And "this trend has accelerated to the point where publishers now find themselves not only in the publishing business but, in a very real sense, in the research business as well."

■ Mr. Christian also forecast that advertisers would find their traditional competitive position upset by increasing foreign imports. "We will have to consider foreign plants and licensees. If we are an agency, we face the possibility of less billing, and sales as sales and advertising activities move out of this country, or the possibility of setting up offices in other countries."

Vast adjustments in thinking will have to be made, he said. The advertiser, agency and magazine face the prospect of big investments far ahead of reasonable returns in setting up to be competitive in a whole new complex of foreign marketing. We have a great training program ahead.

"A whole new body of information is needed not only on the broad marketing aspects of this world-wide business, but on simple but totally new details such as foreign monetary exchange, foreign media, and graphic-arts availabilities."

■ At home, the spawning of multi-divisional industrial companies has caused agencies to follow the same pattern of diversification and merger to keep pace with clients. "We have fewer 'one-man agencies,' and it is more difficult for 'fringe magazines' because advertisers and agency are less sentimental and expect a great deal more in factual information before they buy," he said.

Coming back to the present, Mr. Christian took a swipe at the people who he said were hampering advertising's adaptation to changing times. "The curse of this business is people who are dully going about a highly creative and intensely interesting, unceasingly challenging business," he said.

■ "Unfortunately, we are saddled with advertising managers who have learned to measure picas but not profits."

Agency people who grind out ads to fill a page but not a need are another curse of the business, he said. "And we are cursed with agency people who are writing ads for client approval, not for reader response."

He said business publishing was cursed with publishers who haven't transmitted their knowledge of the power of their publication and of advertising to space salesmen—"if indeed they have it themselves." And in turn, he added, "we are cursed with space salesmen who have no real concept of what advertising is or does or how or when." #

Texas Broadcasters Elect Hairgrove Head

DALLAS, Oct. 18—Texas Assn. of Broadcasters yesterday elected James M. Hairgrove, KBRZ, Freeport, president; Gene Hendryx, KVLF, Alpine, vp; and Leo Hackney, KGVL, Greenville, secretary-treasurer.

The Pitluk Trophy for outstanding community service—the annual award of Jack Pitluk, president of Pitluk Advertising Agency, San Antonio—went to KCRS, Midland, with Wendell Mayes Jr. accepting the award.

W. F. McCurdy, public relations director of the southwestern territory, Sears, Roebuck & Co., Dallas, told the broadcasters that the present "recession" was the oddest on record, with record income and employment.

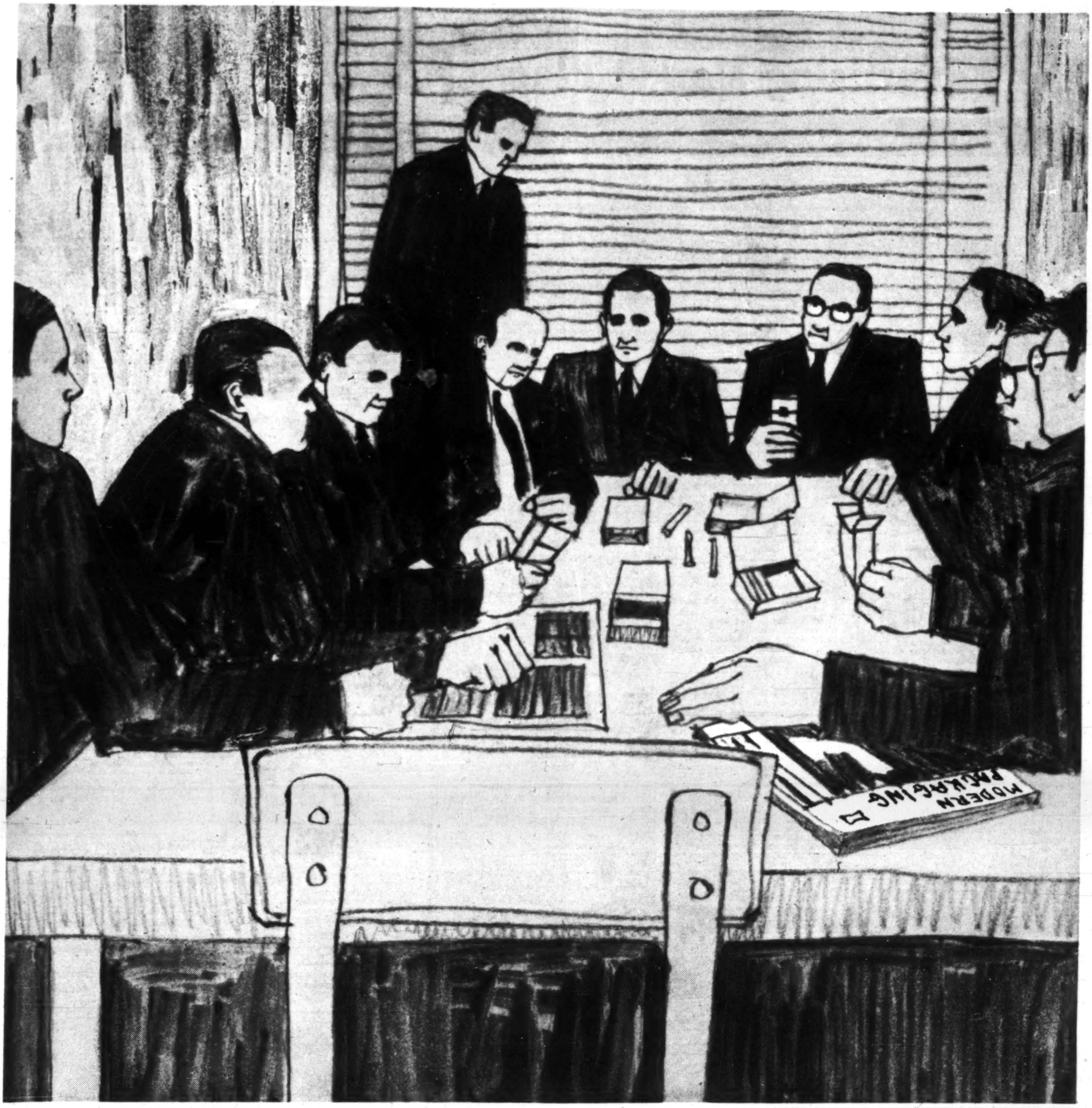
"All that's needed to turn the tide of recession to the greatest boom we've known is confidence and salesmanship," he told the Texas group, cautioning them that there are indications that "we've 'lost our feel' for customers." #

Naegele Names Cox VP

Naegele Advertising Cos., Minneapolis, has appointed Vernon Cox vp and general manager of its Wichita branch and Fred L. Brucciani treasurer of the parent company. Mr. Cox was formerly a salesman in the St. Louis branch; Mr. Brucciani formerly was account manager of Arthur Anderson & Co.

Miner Joins Marty Benson

Ken C. Miner has been appointed sales manager in charge of the San Francisco and Los Angeles offices of Marty Benson & Associates, newspaper representative. Mr. Miner formerly was advertising manager of the *South San Francisco Enterprise-Journal*.



In the vast complex packaging market many men influence decisions.
Packaging is company-wide and *all* influences must be sold.

EVERYBODY who is ANYBODY in packaging reaches for

MODERN PACKAGING

The Complete Authority of Packaging—A Breskin Publication ABC BPA ABP
575 Madison Avenue, New York 22, N. Y.
Sales Offices in: CHICAGO, CLEVELAND, LOS ANGELES, ATLANTA, LONDON, FRANKFURT, TOKYO

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

OPPORTUNITY in fabulous Phoenix and the Valley of the Sun. Weekly Newspapers of Ariz., affiliate of Ariz. Newspapers Assn., needs man with demonstrated sales ability and working knowledge of agency-client media selection. Some knowledge of weekly newspapers desirable. $5200-$6000. More sales, more money. Full details, including references, to **Weekly Newspapers of Arizona, 426 Central Towers Bldg., Phoenix, Ariz.**

ILLUSTRATOR

Render rough figure illustrations for layout, finish line and wash black and white and color. Permanent salary position with top Denver, Colorado, art studio. All A-1 accounts. Long experience not important. Must have basic figure training. Send short account of age, marital status, etc. with samples. Samples will be returned.

Box 4230, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CHIEF—ASST. TO PRESIDENT small, fast growing 4A Agency with Motion Picture Production division in medium sized Eastern city where working and living are equally pleasant. Must be idea man, agency experienced in writing crisp, persuasive copy and qualified to serve in executive capacity. You may be down slightly on the totem pole of your present department due only to lack of seniority. If so, write complete details, including age, experience and salary. Enclose an inexpensive photo. **Walter G. O'Connor, President, Walter G. O'Connor Company, 100 N. Cameron St., Harrisburg, Pa.**

ADVERTISING, PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE

Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

RADIO SALES ACCOUNT EXECUTIVE

Chicago 50,000 Watt Station desires experienced time salesman preferably with Chicago advertising agency contacts. **Call E. W. Steil, State 2-5466.**

FLORIDA OPPORTUNITY

for experienced, creative all-round ad/art executive to buy into small, successful public relations office desiring to expand next year into advertising field in resort city. Write to arrange get together.

Box 4332, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY ARTIST

We're a dynamic agency with exciting accounts. We don't play the agency game. Our graphics are superb. We blast out bales of collateral and merchandising material with the merest of rough idea layouts. We're good. We work hard. We're paid more than fashionable art directors. We want another working artist who is virtually a one-man band—who can visualize quickly, has taste in typography, and wants to do his own keyline and assembly. The guy or gal we're looking for is rare indeed . . . maybe frustrated in a New York agency, buried in a Minneapolis manufacturing plant, or starving in a San Francisco industrial design or packaging firm . . . or maybe you're just down Michigan Avenue from us, here in Chicago. You're in your 30's, and have won enough design awards to know they're fleeting fragments of fancy paper. If you're right, call me for an appointment. If you're wrong, don't waste your time . . . or mine. **Herb Baker, Herbert Baker Advertising, Inc., 737 N. Michigan, Chicago. MOhawk 4-1870.**

ACCOUNT EXECUTIVE WANTED

To help us grow we need a good account executive with plenty of management ability, advertising know-how, and proven record of performance in servicing clients. Some billing or immediate contacts essential.

In return, we offer no deals, no "convenient" place to hang your hat; but instead, an excellent opportunity to work hard and get paid well for it, to contribute your ideas and have something done about them, to be among people you'll like working with, and to participate in and enjoy the personal satisfaction and the tangible benefits of making a real contribution to the growth of your company.

We are a new agency located in Newark, N. J. We've had an excellent first year but we are still a good deal smaller than we plan on staying. We know the agency business and have a wealth of experience in all phases of advertising and marketing in a wide variety of fields. In addition, we have an excellent nucleus of good growth accounts and are currently in the process of buying a small agency several hundred miles away as the first in a series of branch office operations.

Please send as complete a resume as possible. We will respect your confidence completely.

Box 450, Advertising Age, 630 Third Ave. New York 17, N. Y.

HELP WANTED

FOOD EDITOR—FEMALE

If you have writing experience with potential as Food Editor for large national business magazine, you're the one we're looking for. Tremendous opportunity for the right person. Chicago location—start work immediately—write us full particulars.

Box 4235, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST

Experienced layout man for progressive publications. Knowledge of typography and design. A good spot for creative man. Chicago location—start work immediately—write us full particulars.

Box 4236, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALESMAN wanted by publisher of leading worldwide military periodicals. Must be experienced selling national accounts and agencies in the Chicago area and midwest. Excellent opportunity for the right man, good starting salary, many company benefits. Please furnish complete resume in first letter.

Box 4237, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

We are a medium-sized, fast-growing paper manufacturer. We now have an opening for a man to head our advertising department working directly with our Sales Executives. The right candidate should have several years of industrial or agency experience and a creative mind so that he is now qualified to work with our agency. He should now be holding a responsible position and be in a substantial earnings bracket. When he has become familiar with our business, he should be able to carry the full responsibility for our advertising program. Our city affords a good environment for family living. Please write us your qualifications. All replies will be held in strict confidence.

FORT HOWARD PAPER COMPANY
Green Bay, Wisconsin

Writer-Production Man

1-2 years editorial experience, newspaper or trade magazine, for layout, dummy, manuscript editing, rewriting on leading monthly trade journal.

Box 4238, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

LEADING FLORIDA WEST COAST ADVERTISING AGENCY NEEDS AN ART DIRECTOR WITH GROWING PAINS

Challenging job for talented art director to head department.

Originality, ability to work with others, thorough knowledge of modern techniques, familiarity with all reproduction methods, and administrative capabilities essential.

Agency serves many well-known national advertisers, some recently moved to the Suncoast—names you know.

If you seek the good life in Florida's fastest growing area and want to grow with it, send us, in strictest confidence, your experience record and vital statistics, and tell us your salary requirements and aspirations. We'd like a small photograph too.

Box 4251, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED ADV. A.E.

with $100,000 or over billing. Medium sized adv. agency offers you: (1) The creative talent that will keep your accounts growing and happy. (2) Interesting financial arrangement with built-in security; the opportunity to share in the growth of this aggressive group. Confidential—write:

Box 427, Advertising Age
200 E. Illinois St., Chicago 17, Illinois

MANAGER NEW PRODUCTS

An outstanding opportunity for a top flight creative-administrative man with one of America's largest and fastest growing Beauty Products Manufacturer.

The person we are looking for has a strong successful background on the manufacturer level with responsibilities for the development of new products preferably in the consumer field and complete coordination between Depts. including Production, Lab. and Advertising to obtain maximum initial distribution.

We offer an excellent starting salary, opportunity for growth, plus liberal benefits.

Send detailed resume in complete confidence.

Box 446, Advertising Age
200 E. Illinois St, Chicago 11, Illinois

HELP WANTED

SUBSCRIPTION FULFILLMENT MGR.

Challenging opportunity to take charge of subscription fulfillment department of nationally circulated consumer and trade magazines. The man we want is a self-starter, with broad experience in subscription and circulation record techniques. You will be part of an aggressive, well-established publishing firm located in near north Chicago suburb. Salary commensurate with experience. Send detailed resume in strict confidence to:

Box 4239, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TIME SALESMAN WANTED

Small, fast-growing radio station representative seeks young, aggressive salesman to help start Chicago office. **Call Art Gordon, Palmer House thru Nov. 3.**

COURAGEOUS COPY CHIEF
Immediate opening

Leading Phoenix, Arizona agency with international offices seeks exceptional copy chief-writer able to withstand the temptations of working in a year 'round vacationland. Versatile, creative, self starting, fast. Able to spark others. National, regional, retail, print, TV, radio. Salary open. Complete creative freedom, unlimited opportunity. Free sun tan lotion, other company benefits. Send resume, samples, references, starting salary to arrange interview.

Box 4253, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ......media ......production ....sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING PRODUCTION EXECUTIVE

We want your agency or client background, your solid experience in print media, mechanical production, display and art purchasing, etc., and your ability to ORGANIZE complete production division. Salary open.

Replies held in complete confidence. Call PLaza 8-1015 or write

Box 4233, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSISTANT ACCOUNT EXECUTIVE

Intelligent, well educated young man, preferably 28 to 35, as assistant on major national account. Chicago location. Copy and sales promotion background necessary—some knowledge of graphic arts. Must be aggressive, sales-minded, sharp. Send data sheet, photo and salary requirements. Confidential—our people know of this ad.

Box 4234, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADV-SLS-PROMOTION-PRODUCT MGR

Asst sls prom mgr of top corp, 32, seeks more responsibility, offers good ability.

Box 4240, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES PROM.—ADV. PRODUCER

Sales producing record as manager, planner, writer—incl. trade prom., direct mail letters and literature, catalogues. Varied exp., now empl. 5-figure salary.

Box 4241, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING DIRECTOR

Immediate opening for right man with "National" account experience on Science & Mechanics Magazine. Excellent advancement assured with rapidly expanding organization. Good salary dependent on experience & ability.

In confidence send detailed resume.

Address President
Davis Publications Inc.
527 Madison Ave., N.Y. 22, N.Y.
No phone calls please

A GOOD MAN IS HARD TO FIND
(a mail order art director, that is . . .)

We are the third largest mail order company in America, but our catalog is second to none. We've been scouting for months for an Art Director for our home furnishing division—one who will live in Chicago, and who understands the catalog business. Sure, we're hard to please.

We're not looking for an artist, a layout man or a furniture store advertising man—although such experience will be helpful. We want a man who can creatively and energetically help us produce even a better catalog than our present one. Our man must have a flair for promotion and merchandising presentation. He must be able to work with buyers and a large staff of copywriters, production men and studios. We want a person who has experience, but is not hidebound.

If you have these qualifications, you'll find the opportunity with us is great. Tell us all about yourself today. The more the better.

P.S. We also pay well and have a fine profit-sharing plan.

Reply By Resume To
R. A. Kubic
SPIEGEL, INC.
2323 S. Rockwell St.
Chicago 8, Illinois

POSITIONS WANTED

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—

T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

SECTY-TV PROD. ASSIST

Young woman with hectic agency exp. seeks resp., busy position N.Y.C. only

Box 4242, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS EXECUTIVE

20 years' experience creating and carrying out national news publicity programs for leading corporations, associations, consumer and industrial products. Excellent writer with newspaper background and top contacts, including business-financial editors.

Box 4243, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER/ACCOUNT EXEC.

Versatile "idea man" strong on copy, contact, visualization. Solid production bkgd. 10 yrs. Exp. Age 32. Family man.

Box 4247, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR (TOP FLIGHT)

16 years solid experience. Crisp Creative Layouts, Top Finish Art. Handle complete Production, all media. Organize, contact, supervise. Will relocate, Salary $9,000

Box 4244, ADVERTISING AGE
630 Third Ave., New York 17, New York

Free Lance Writer. Heavy experience in marketing, advertising, sales prom.—any assignment. Chicago area.

Box 4248, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Creative Writer, manager, 20 years, lucrative ideas. Graphic arts prod. Advertising, sales prom., publicity. Resume.

Box 4249, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Direct Mail (Free Lance) Specialist. Sales letters, enclosures. Trouble Shooter. Correspondence counsel. Midwest.

Box 4250, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES MINDED ACCOUNT EXEC.

10 years experience. Last 8 with one agency. Good industrial, construction, farm equipment background. A "take-charge" man who produces advertising that SELLS. Strong on print media. College grad. 34. Top references. Resume.

Box 4252, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE
VERSATILE
Sales, Advertising,
Packaging, Production,
New Product Development
& Costing, Purchasing,
Co-Ordinating & Organizing.
This Versatility can benefit you.
Paul L. King,
3839 Los Olivos Lane,
La Cresenta, California,
CH-9-1357

MARKETING—ADVERTISING EXECUTIVE

Outstanding background in Marketing, Media and Research. Experience at management level as Market and Media Research Manager for large 4A agency. At present Marketing Research Director for multi-million national advertiser. Will only consider position with agency or company that requires man with depth of experience. **Box 444, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

THE RUMRILL COMPANY
is going to
add
another top-flight
INDUSTRIAL
COPYWRITER
to its staff

write:
Creative Director
The Rumrill Company, Inc.
1895 Mt. Hope Ave.
Rochester 20, N. Y.

POSITIONS WANTED

ACQUISITION OF COMPANY ELIMINATING PRESENT POSITION.

Sales-oriented ad-man offers selling, administrative background. Can create, produce, tie-in all phase advertising, sales prom. to marketing, merchandising programs for variety industrial or consumer accounts. Knows markets, product development, distribution, dist-dealer promotions. Ex agency owner. Age 33. Available Nov. 1. Prefers midwest location.

Box 4254, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SEEKS SPACE SALES

Ex Adv. Agcy owner, adv.-sales prom mgr., salesman of service, desires to represent publication. Prefers midwest territory. 33, personable. Available Nov. 1.

Box 4255, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SPACE SALESMAN—part time. Assist busy publishers rep. No objection to rep handling non-competing book. Salary. Chicago area.

Box 4245, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

P-O-P and DISPLAY LINES WANTED REPRESENTATIVE—UPSTATE N.Y.

Experienced printing salesman, needs additional permanent and cardboard sources. Will be at POPAI Show. Reply:

Box 4227, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

Established Publisher
WANTS TO BUY
A Trade Publication
Please write in strictest confidence
Box 4225, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED:

Sales Promotion contact man or designer WITH HIS OWN ACCOUNTS. We are a top-flight sales promotion agency with top accounts, sturdy financially and growing. To the right man, we offer an excellent income and a good chance to become a principal. Call Mr. Miller for an appointment—**LLOYD, DUVALL & MILLER, INC. 145 E. 57th St. PLAZA 2-2480**

MISCELLANEOUS

FIFTH AVENUE & 42ND STREET

Partitioned space available in private office. Furnished. Air-conditioned. Share Secretary. Ideal for Adv. or Mfg. Sales Rep. Reasonable. **LOngacre 4-7180.**

HOUSE FOR SALE

9 MIN. FROM STATION in top section Stamford, Conn. Excellent N.Y. commuting. Deadend St. Over 1 acre, new luxury 9 room colonial 4 bedrooms, 2½ baths, extra large playroom. Owner will sacrifice for immediate sale. Liberal terms, large mtge, price middle 40's.

Call DAVIS 5-3633 P.M. or
Box 4246, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER

Over 25 years' Industrial Advertising Experience.

Box 433, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING
Confidential Nationwide

ACCOUNT EXECUTIVE $18,000
Electrical bkgd. preferred. Strong on creative ideas for complete adv. programs, with Adv. agency.

ART DIRECTOR $17,000
Solid bkgd. with top agency in all media, on key accounts—indust., and consumer. Exc. opportunity.

ART DIRECTOR $8,000
Capable board man and supervisor, 3 to 5 years bkgd. in layout paste-up, finished art. For ad agency.

ACCOUNT EXECUTIVE $12,000
For industrial accounts such as machinery, and electronics. Could be copy-contact man ready for advancement.

CREATIVE DIRECTOR $15,000
Can you direct agency planning for consumer and industrial accounts? Will be active on new business team. You'll be delighted with potential here.

MARKETING ANALYST $14,000
Broad bkgd. in research and market planning for mfr. of tires and family products. M.B.A. preferred.

MANAGING EDITOR ....$11-$12,000
Top level publisher's book dept. in need of farm & home service bkgd. Needs capable administrator, some photography. Advancement path is wide open!

PUBLICITY WRITER $9,500
Expd. in all media. Some technical bkgd. in machinery for ad agency.

* * * *

Top openings throughout the country in Advertising, Sales Promotion, Public Relations, Copywriter and Marketing.

DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-8700

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Our 49th Year

ADV. MGR.—food assn., mdsing ideas essential $8,000
ADV. PRODUCTION ASST., ex. oppty.—Midwest mfr. 6,500
LAYOUT ARTIST—graphic—Wisc. 6,500
ADV. MGR.—cosmetics exp. Open
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

COPYWRITER

We're a solid, growing shop of 45 people looking for a young writer with agency experience. He'll offer us imagination, enthusiasm and the ability to meet his deadlines without prodding. We offer him creative freedom and a chance to get ahead and make money in ratio to his contribution. As part of our five-man copy team, he'll write Radio, TV and print on a refreshing variety of top national and regional accounts. Salary depends on experience and ability. Our people know about this ad.
Send resume to: COPY SUPERVISOR, Box 452, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

ART DIRECTOR. (Don has too few agency art directors in his files right now to match specifications.) Experienced important consumer accounts. Could be in early 30's, but can't be commonplace..$18-$20M

LAST CALL: Broadcast media specialist. No negotiations or media research, but everything else ....$15-$17M

YOUNG AGENCY MARKETING MAN to become AE. Big marketing-oriented agency ....$12-$14M

OMISSION: "$10,000" wasn't shown for this one last week: ASSISTANT to AD MANAGER. Food-store products. Job includes sales promotion, some rough layouts.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

ADVERTISING & SALES PROMOTION MANAGER

Excellent opportunity for experienced, creative man—with leading business publication. The prime ingredients we are looking for in the individual are: a necessary amount of dynamic get-up-and-go, a good self-starter . . . he must, above everything, be well organized . . . have the ability to think and write creatively . . . possess the capacity for details but with ability to evaluate detail to avoid encumbrances . . . and of course, a good follow-through. This position requires the coordination of advertising, research and sales promotion. The man we want must be capable of giving direction to and working with the advertising agency on strategy and long-range planning. All replies will be treated in strictest confidence. Write to **Box 447, Advertising Age, 630 Third Avenue, New York 17, New York.**

ACCOUNT SUPERVISOR
Building Materials and Related Fields

Exceptional opportunity with well-rated Chicago agency for man with merchandising and/or advertising experience in such fields as appliances, building materials, furniture, office equipment, etc. — and capable of top-level planning and account management. Write fully and in confidence (our staff knows of this ad) to: *Box 451, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.*

LAYOUT AND ART DIRECTOR

Midwest 4-A agency offers opportunity to artist with ideas which he visualizes and follows through with finished layouts and art buying. Work ranges from magazine advertisements to collateral on interesting national accounts. Send vital facts and proof of advertisements for which you were responsible. You will not be writing to your employer.

Box 445, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

Rose-Martin Has Contessa

Yardis Advertising Co., Philadelphia, has been appointed the agency for a campaign in Philadelphia for Sculptured Silhouette foundation garments made by Contessa Di Roma, New York, the agency reported in clarification of an earlier release (AA, Oct. 17). Contessa Di Roma's regular agency is Rose-Martin.

JOB WANTED—ADVT MGR—ACCOUNT EXEC

5 yrs PR, 5 yrs Ad & Sls Pro Mgr for consumer, industrial plastics & chemicals with co in top 50. Also excell knowledge building, architectural, interior design, furniture markets. My experience, references, awards & samples speak louder than words. BSJ, 34 yrs old, married. Min $12-15M depending on location & job.
Box 449, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

COMP MAN

To render art directors visuals. Must be able to use chalks professionally and indicate type on layouts for client presentation. Will work on high caliber consumer, agricultural and industrial accounts. Send resume and salary requirements to **Charles Moxley, Art Director, The Brady Company, Appleton, Wis.**

the copy shop
MU 3-1455
270 madison/ny 16

Copywriting Studio
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication
any kind — any medium

HOW WOULD YOU LIKE TO WRITE ON:
automobiles, banking, candy, shoes, foods, insurance, magazines, cosmetics, health aids, plastic products, appliances and a wide range of other products? Our clients cover all these fields—and then some. We need a real pro of any age to join our staff. Salary? You tell us. (Our staff helped write this ad)
BOX 448, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE SALES AND PROMOTIONS

for P.O.P., Agency, Lithographer or well-established broker. Established record for developing new sales prom. and adv. display for Nat'l. Cos. Desire progressive organ. in Sales Prom. Capacity. Chicago Based. Have necessary "thinking" to keep men and sales in motion. Interested in group that can offer or prepare for "team" support and management. If you're ready for a fresh approach in the display field and can offer interesting proposition, write:
Box 453, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

I WANT A MAN TO SHARE IN THE PROFITS OF MY BUSINESS

You will use all the techniques of advertising, selling, merchandising. Develop new business, service established clients. Minimum age 30, two years successful sales, college grad. I will train and guide you, but you must start with dedicated sales personality and plenty of perseverance. $20,000 first year for right man. Send complete resume. **Ed Wurtzebach Associates, 737 North Michigan Ave., Chicago.**

Fine, Fast, Fairly Priced Photography
pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1 ILLINOIS
PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

GOOD JOBS NOW OPENING!

"Approvals now being received on 1961 schedules will require numerous ad agencies to make personnel additions" — according to reports from many of our agency clients.

The information is verified by job orders now being received daily! Requirements include men of all skills and salary areas, but especially copy writers—(from juniors to chiefs)—artists, account exec's and production men!

If you want a new horizon, new opportunity, new location—NOW IS THE TIME to get your qualifications in our hands. BUT QUICKLY! Write, wire, telephone or COME IN!

CLIFF KNOBLE—Consultant
Advertising—Marketing
CADILLAC ASSOCIATES, INC.
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-9400

Dallas Maps 'Operation Shoemaker' to Explain Advertising to the Public

DALLAS, Oct. 18—A grass-roots effort to explain advertising and its place in a free-enterprise economy is in progress here, and it may assume national proportions.

It's called "Operation Shoemaker"—derived from the proverb about the shoemaker's children being shoeless—and it's the project of the Dallas Advertising League.

The objective of Shoemaker is "to sell advertising and 'freedom of choice' in Dallas. This is not a defensive campaign—this is a positive program of action," an initial announcement said.

The immediate objective is to acquaint advertising people in Dallas with advertising's case, and to spread the story to the Dallas general business community.

■ As now envisaged, the program looks like this: It got a big kickoff at a Sept. 19 meeting of the league, with a speech by Morris Hite, president of Tracy-Locke, and an outline of the program from Tom McHale, who is advertising manager of *Dallas Magazine*, published by the Dallas chamber of commerce; the employe education part of the project will begin with the issuance of a simple payroll folder explaining why a graphic arts or advertising employe gets his check (this part of the program is handled by Lloyd Gilmore, Henson Printing Co., and it is hoped to have the folder in distribution before the election); a volunteer speaker's bureau is being set up by Max Clampitt, Clampitt Paper Co., and Robert Tripp, assistant advertising and public relations director of the First National Bank of Dallas, with about 20 speakers lined up to talk to civic clubs, business groups, plant meetings, etc.

■ Also, the plan calls for: A supplementary publicity program, supervised by Clifton Blackmon, vp and director of advertising and public relations for First National Bank; a word-of-mouth campaign; and employment of the AFA's Community Action Brochure (developed at the time of the Baltimore advertising tax battle). In a long-term sense, it is hoped to bring the program to legislators and to educate people at all levels of government on advertising.

Operation Shoemaker is regarded as a long-range campaign, but it is hoped to get more of it moving before the Nov. 8 election, since the men most instrumental in its inception are still burning over the slurs of Sen. Frank Church at the Democratic convention in Los Angeles and are alarmed over the hazards to advertising implicit in the "Galbraith-Schlesinger" school of thought.

■ Operation Shoemaker owes its beginning to that alarm. It started a group of incensed advertising men after the Democratic convention. Mr. Blackmon was asked to draw up a resolution asking AFA to tell other clubs about the threat to advertising and asking for local-level action. The notion of the program was Mr. Blackmon's and Mr. McHale's (Mr. McHale was at that time secretary of the AFA's 10th district, and now is second lieutenant-governor); the kickoff idea came from Mr. Blackmon, who enlisted Mr. Hite (Tracy-Locke is First National's agency); and Shoemaker was named by Messrs. Hite and Blackmon.

■ Kits describing Operation Shoemaker were distributed to the 19 advertising clubs in District 10 at its annual meeting in Little Rock, and Mr. Blackmon feels that some of the clubs will get a similar program going.

It received major attention from Dallas newspapers: The *News* asserted editorially that devotees of a planned economy "correctly see that advertising must be crippled, if not wiped out entirely, before we can have a regimented economy such as prevails in Russia and other totalitarian lands"; the *Times Herald's* Frank Langston, editor of the editorial page, noted that advertising is basic to the American free enterprise system, and commented that "The 'public sector' that the critics talk about and that they seem to be pushing actually is supported by pressures comparable to that which the critics charge advertising puts behind commercial products and services."

It is hoped that the league—whose president is now Lloyd Price, of the *Times Herald*—will have a joint program with the Dallas Kiwanis Club during Advertising Week in February, possibly with the Texas Newspaper Publishers Assn. joining in.

■ Dallas has a history of interesting projects: Last year the league arranged for teachers of economics and advertising in the city's high schools to tour advertising agency and media offices, and to be guests of the league at lunch. League members took the teachers' classes for the day. An advertising review committee, with media and industry representatives (especially major retail stores), has been operated in cooperation with the better business bureau for years. The committee met once a month, and has been effective in dealing with cases of misrepresentation and bad taste—enough so that meetings have not been as frequent in recent months. #

Albert/Williams Unit Formed

Frederick C. Williams & Associates, Chicago, has formed a new division, Albert/Williams, which will be devoted to pharmaceutical advertising. The division, to be operated as a partnership, will be headed by Herbert P. Albert, formerly senior copywriter of Jordan, Sieber & Corbett, Chicago.

Mrs. McMillen Joins Doyne

Bettie J. McMillen has joined Doyne Advertising Agency, Nashville, as creative director. Mrs. McMillen was formerly creative director of Noble-Dury & Associates, Nashville.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 177,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $________
My Name________
Street________
City________ Z____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Who reads CHICAGO'S AMERICAN?

"As a housewife, I enjoy reading your women's page which features authorities on the home such as Mary Danforth."

Mrs. Jay Levinson,
housewife,
2933 Sheridan Rd.

"Any paper that gives fair accounts of labor news is the paper for me. And Marty O'Connor always does just that."

Arthur Gheysen,
janitor,
1462 Bryn Mawr Ave.

"Your sports coverage is the best in town. I read Dave Feldman, Warren Brown and Leo Fischer every day."

Abe Merer,
musician,
5427 N. Kenmore

"I've always found the American to be tops in sports, with the widest and best coverage of the sports events of the day."

John S. Smith,
elevator operator,
4918 N. Rockwell St.

"I like the whole paper. It's interesting from page one back to the comics. It's the easiest paper in Chicago to read."

Adam Wielgosz,
bus driver,
1744 Cortland St.

"I always appreciate Effie Alley's excellent coverage of our annual midwinter meeting, largest of its kind in the world."

Dr. James N. Lynch,
president,
Chicago Dental Society

"We do," say enthusiastic Chicagolanders

CHICAGO'S AMERICAN
Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Miller Wiggs Murphy Volckmann Harris Jackson FitzSimmons Ott Black Jostedt Tabbert

ADWOMEN ASSEMBLE—*In attendance at the Midwest Inter-City Conference of Women's Advertising Clubs held in Chicago were women's advertising club presidents from seven cities: Jeannette Wiggs, Munsingwear Inc., Minneapolis; Leona Murphy, Stoetzel & Associates, Chicago; Fran Harris, WWJ, Detroit; Betty Ott, Gregory & House & Jansen, Cleveland; Lucile Black, Gerber Products Co., Grand Rapids; Peg Jostedt, Gardner Advertising Co., St. Louis; and Florence Tabbert, Ohio Fuel Gas Co., Toledo. Also chatting before luncheon are Ruth Volckmann, Sawyer-Ferguson-Walker Co., vp, women's council, Advertising Federation of America; Roberta Miller, John Plain & Co., conference chairman; Katharine FitzSimmons, McCann-Erickson, conference program chairman; and C. D. Jackson, publisher of Life, luncheon speaker.*

Buchen President Tells Ad Women: Fight 'Left-Wing Ideology' to Maintain Freedom

(Continued from Page 3)

out of work and industry would grind to a shuddering halt."

He further asserted that "without advertising, without sales, with collection from taxes reduced to the vanishing point, all of Mr. Schlesinger's happy ideas for increased government spending and increased government projects would go glimmering."

Mr. Morgan said he is proud of the part advertising has played in building our economy. Advertising has been able to do this, he said, "because mass production requires mass selling and mass selling is another name for advertising."

He said he thinks it is unfortunate that there is so much "follow the leader in advertising," with advertisers climbing on a good band wagon. He cited the gimmick phase of a few years ago, typified by models with eye patches promoting shirts, men with beards promoting sparkling water and a tatooed hand promoting cigarets.

This gimmick phase was preceded by a jingle phase and a contest phase, he said.

■ A panel of four women advertising executives told the conference their philosophies of advertising.

Frances Kennedy, vp, Dancer-Fitzgerald-Sample, said in her opinion advertising can rank along with social work as a service, helping millions of women to be more competent homemakers.

Ads in women's magazines all serve some purpose, she said, such as giving service or solving problems. "The fact that the service has an ulterior motive of selling a product, does in no way detract from the service," she said.

Genevieve (Hap) Hazzard, account executive, Campbell-Ewald Co., Detroit, and 1960 Advertising Woman of the Year, said that "as advertisers, we must tell the truth, tell it simply and directly and we will serve."

■ Berenice Connor, director of editorial promotion, *Ladies' Home Journal*, asserted that advertisers should care a little more about the reader—strive for "person to person advertising." She said advertising in the magazine business must live up to the same standards as the magazine and should first be concerned with the person to whom it presumes to bring some benefit.

Bea Adams, vp and creative director, Gardner Advertising Co., asked: "Can't we use some of our space and time to tell people about the world we live in." Miss Adams' conception of such a book (to indirectly answer such books as "The Waste Makers" by Vance Packard), is a book or pamphlet written by advertising people, but not necessarily about advertising.

Miss Adams suggested that more advertising clubs do as the Women's Advertising Club of Chicago does and sponsor "foreign exchange students." She feels this is a good way to let other countries know of the good life in our country.

Mary Busch, exec vp, Emery Advertising Corp., Baltimore, moderator of the panel, added that advertising still is "ideals and ideas—people, products and service." Advertising people should "use their talents for the benefit of people," she said.

■ George D. French, vp, central division, Outdoor Advertising Inc., told the conference that the "new look in outdoor advertising" is epitomized in a vastly improved package in the past several years and a diversification of users.

The new package embraces more attractive structures with streamlined plastics and metals, improved illumination and improved locations. Among the newcomers to outdoor advertising he cited are such products as agricultural chemicals, air conditioners, boats, electronic equipment, trading stamps, insurance and reducing systems.

He said many advertisers are beginning to adapt the poster technique in their other media, often employing the entire poster design in magazine, newspaper and even tv advertising.

Mr. French maintained that "despite critics, it is apparent that the public genuinely likes outdoor advertising." He cited several Daniel Starch & Staff and Wilbur Smith studies to support this. #

Middleton Named President, Alexander VP of Hege

Hege, Middleton & Neal, Greensboro, N. C., has elected James A. Middleton, formerly vp and secretary, president, succeeding John Neal, who has resigned to join Stedman Mfg. Co., Asheboro, N. C.

J. A. Middleton

Wm. A. Alexander

At the same time William M. Alexander, account executive, has been appointed a vp and Betty H. Smith, office manager for the past two years, has been named secretary. Edward B. Hagy Jr., who joined the agency in 1958, has been appointed art director.

Weissman to Warner Bros.

Sam Q. Weissman, formerly with Monroe Greenthal Co., has been named to the new post of creative advertising art director for Warner Bros. Pictures, New York. He will make his headquarters in his own advertising design studio at 349 E. 49th St.

The Gypsy and The Lady Spark Cole '61 Push

(Continued from Page 2)

bonfire, wearing "sinuously sinful" suits by Cole. The photo was taken at night and the background is black.

The reverse-printed copy starts out: "Are you sure there isn't a drop of Romany blood in your veins? Don't you love golden hoop earrings? Don't gypsy violins make you want to sob? Then why not surrender to the gypsy in your soul! This year, wear a Cole gypsysuit . . . the wilder the more wonderful . . ."

■ The gypsy theme will be used throughout the promotion lined up for stores. In a four-month direct mail campaign, Cole is sending out tarot cards to store buyers, with each card foretelling the importance of Cole.

Cole's mannequin next year will be a gypsy girl complete with winking eye, fortune-telling table and gypsy earrings and scarf. The display rack will be topped by a tambourine and dangling ribbons. Counter cards will be plastic-coated reproductions of the ad, framed in gold. Tent cards will feature the theme, "Cole for the gypsy in your soul." The company is giving the tent cards to the stores next year for the first time.

■ The company will again use the Bressler Co.'s Sales Mate machine to show slide films to sales girls and to buyers, and in addition will use it as a consumer point of sale piece. A lightweight sound projector, it combines film and screen in one unit which folds up into an attache case. It can be set up quickly on any desk or counter and the sound film can be shown without darkening the room.

When sales personnel view the sales training film each will receive a bracelet charm in the form of a gold tambourine. Sales training booklets will also be tarot cards, with each card giving tips on fitting a specific figure type.

Stores will also receive a "gypsy suit yourself kit" which suggests display and fashion show tie-ins. Cole salesmen will be given gypsy costumes to loan to stores, including fortune-teller costumes and a fortune-teller script for fashion shows, as well as gypsy dancing costumes for dancers in the show or for sales girls to wear in the department.

■ A record album of gypsy music will be provided also.

For the more reserved side of feminine nature, Cole will run a color spread in *Vogue* with the theme, "Cole brings the drawing room to the beach." The ad pictures two ladies at afternoon tea on the beach, but instead of beach chairs, they're reclining on Louis XV furniture. The copy explains (in contradiction to the gypsy ad): "This season, fashion is a lady again . . . even on the beach."

A promotion kit will back this promotion, too, explaining how to build displays and windows around the ad, using silver tea sets and furniture from other departments in the store.

In the spring, the media list will be expanded to include *Life, McCall's, The New Yorker*, and *Seventeen* in addition to *Harper's Bazaar* and *Vogue*.

Doyle Dane Bernbach is the agency. #

Manniello to CBS Laboratories

John Manniello, formerly manager of system sales of the defense products division of Fairchild Camera & Instrument Corp., has been named to the newly created post of director of marketing of CBS Laboratories, Stamford, Conn., division of Columbia Broadcasting Systems.

Westpheling Boyle Mr. and Mrs. Cornette Feld Warren Templin Yuenger Sasser Townsend McKain

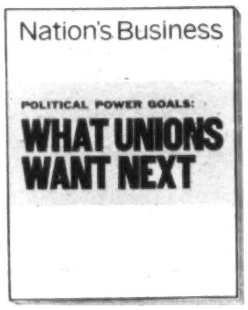
AT SOUTHERN REGION NNPA—*Renewing old friendships between sessions at the southern region meeting of the National Newspaper Promotion Assn., held in Lexington, Ky., are Paul Westpheling, president of the Kentucky Press Assn.; Hal Boyle, Associated Press; Mr. and Mrs. Douglas Cornette, Louisville Courier-Journal and Times; Bernard D. Feld Jr., Birmingham News and Post-Herald; William L. Warren, Eastern Airlines; Ed Templin, Lexington Herald-Leader; John Yuenger, Green Bay Press-Gazette; James Sasser, Baton Rouge State-Times and Morning Advocate; William Towsend, Lexington attorney and Lincoln expert; and Frank McKain, Norfolk Newspapers Inc.*

Ed Cashman, FC&B Head in Hollywood, Dies of Heart Attack

HOLLYWOOD, Oct. 18—Edmund L. Cashman, 53, vp and manager of the Hollywood office of Foote, Cone & Belding since 1951, died of a heart attack Oct. 15 at his North Hollywood home.

A veteran of 35 years in radio, tv and advertising, Mr. Cashman started his career as an announcer with the Yankee Network in Boston. Later he joined CBS in New York as a producer. While with Lord & Thomas, Mr. Cashman spent several years as account executive in charge of American Tobacco Co.'s Lucky Strike shows, working alongside George Washington Hill, the cigaret company's president.

Mr. Cashman later joined the Kudner Agency and several years later came to Hollywood as head of radio and tv for FC&B. #



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12.5%
gain in
advertising
pages
in
Nation's
Business
Jan.–Oct.
1960

You use
Nation's Business
to sell more
of the nation's
businessmen

● ● ● ● ● ● ● ● ● ● ● ●

NL&B Recaptures Renault Radio-TV Plum from Kudner

(Continued from Page 1)

a top-level shakeup, with Maurice Bosquet sent from Paris to take over as president and general manager.

3. Jack Kent has left the company, citing an "amicable disagreement" (AA, Oct. 10).

The reacquisition was a sweet triumph for Needham, Louis, although it was not possible to say this week how large the account will run in 1961.

Renault has been working on a $5,000,000 annual budget, with about $3,000,000 delegated to radio and tv. M. Bosquet flew to Paris this week to discuss the program for next year. Before leaving he stated that "it is not expected that Renault will be using network television or radio advertising in the immediate future."

▪ Renault has scheduled a heavy fourth-quarter campaign, using 14 magazines. Added to the schedule are *Business Week, Motor Trend, The Reporter, Road & Track* and *Sports Cars Illustrated*. The first national ads for the Caravelle sports car will run in this quarter.

Registration figures for the first eight months of the year show Renault still holding second place behind Volkswagen in the import field. However, Renault's eight-month sales slipped from 56,188 to 49,806. Meanwhile, Volkswagen soared from 74,472 registrations in the first eight months of 1959 to 101,567 for the comparable period this year.

In other words, Volkswagen has outsold Renault two-to-one this year.

Renault sales have become progressively worse each month this year. It took its worst slide in August, when it sold only 5,000 cars. It had sold 9,000 units in August, 1959. Volkswagen's August sales were 12,022.

▪ Elsewhere on the foreign car front this week, the British Automobile Manufacturers Assn. opened a 10-week campaign in *Automotive News* to emphasize that the British are in the U.S. market to stay.

In the first of the 10 full-page ads, R. A. B. Learoyd, president of the British automobile group, stated that "British auto makers have the largest foreign investment in the U.S. market and intend to keep it that way."

Succeeding ads in the series will feature statements from other top British automobile executives. McCarty Co., New York, is handling the campaign.

▪ The British automobile group also reported this week that despite the decline in imported car sales this year British manufacturers will have their second best year in the American market in 1960.

The association predicted British car sales of 150,000 units for 1960. Some 90,000 British cars were sold during the first seven months of the year—of which some 40,000 were sports cars.

"Although economy cars are meeting with stiff competition from Detroit, British sports and luxury cars continue to show sales gains over 1959," the association said. #

Mildred Olson Rejoins DCS&S

Mildred M. Olson, formerly with Peter Finney & Co., Miami, has rejoined Doherty, Clifford, Steers & Shenfield, New York, as print traffic supervisor.

X NEWSPAPER ART

Gardner Acree Mr. and Mrs. Chevins

BUSINESS AND PLEASURE—*Enjoying a chat at the Richmond conference of the third district of the Advertising Federation of America are Ruth Gardner, executive director of AFA's club services; Edward Acree, conference program chairman, Richmond; Mrs. Chevins, and Anthony C. Chevins, Cunningham & Walsh, New York. Admen and adwomen at the conference viewed an outdoor ad exhibit.*

Detroiters Take First Auto Show to Their Hearts

(Continued from Page 3)

those turning into good sales prospects."

Robert Johnson, an American Motors salesman at the Rambler exhibit, also said inquiries were going better than expected.

▪ C. L. Beck, a Ferndale, Mich., Oldsmobile dealer, said he spends a lot of time explaining the wide price range (about $2,000) between the top Olds 98 model and the division's new smaller F85.

"I just say they are all Oldsmobiles, and you can depend on them," he reported.

One well-dressed lady, he said, wasn't satisfied with his explanation and turned to her husband for confirmation. Charles E. Wilson, former president of General Motors Corp. and onetime Secretary of Defense, assured his wife that GM still has sound prices on all of its cars.

The aluminum industry, which has been getting more and more of its product into auto production in recent years, gave special attention to the show.

Reynolds Metals Co. originated a network tv show from the hall on CBS Sunday.

"Alcoa's Auto Show Preview," a 16-page roto section in the *Detroit Free Press* Oct. 16, was presented by Aluminum Co. of America.

D. A. Rhodes, president of Kaiser Aluminum & Chemical Co., said at the company's exhibit in Cobo Hall that usage of aluminum in cars has increased at a rate of 10% to 15% a year in the last decade.

▪ The auto companies are displaying their wares in over 300,000 sq. ft. of exhibit space in the new Cobo Hall—named after the late Mayor Albert E. Cobo.

The lower level contains "Auto Wonderland," an industry exhibition entirely without cars. It includes a miniature auto assembly line; presentations on styling, engineering, testing and research; a section on specialized vehicles; another given over to materials producers and their connection with the manufacture of autos, and a display on highways, traffic safety and allied activities.

A "Wheels of Freedom" stage review, produced by Cunningham & Walsh, agency for the show, is presented in the main hall. C&W also handled a $125,000 media ad campaign for the show. #

Mars Inc. Adds 15¢ 'Mars'

A 15¢-size Mars bar is being launched Oct. 25 by Mars Inc., world's largest maker of chocolate covered candy bars, to "meet theater and retail trade demand." It joins the Milky Way, Snickers and Three Musketeers bars that are already available in 15¢ sizes. The company will continue normal production of the 10¢ Mars bar.

FTC to Crack Down on Direct Mail Gyp Operators: Kintner

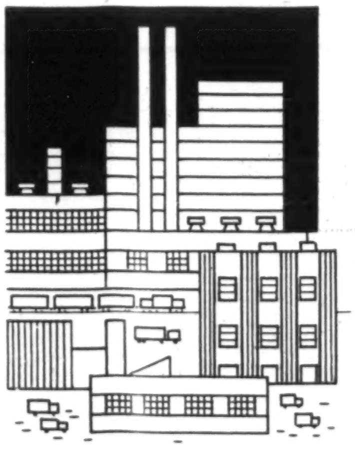
RICHMOND, Oct. 18—False direct mail advertising is the next target of a crackdown by the Federal Trade Commission, Earl W. Kintner, FTC chairman, told 150 Virginia and Carolina admen at the conference of the third district of the Advertising Federation of America.

"A fly-by-night gyp operator needs only a mailing list, a mimeograph machine and a postage meter to initiate his sucker scheme. If this type of gyp operator has nothing to fear until an angry customer learns that he has been deceived and contacts the FTC, then he has plenty of time to milk his mailing list and move on," Mr. Kintner said.

▪ He emphasized that both the consumer and the honest business man are especially vulnerable in this area of advertising: The consumer because he is unable to check the claims of one advertiser against another; the business man because private messages can inflict competitive injury before an awareness of the deception becomes widespread. #

'Redbook' Drops Bleed Charge

Redbook, effective with its February, 1961, issue, will eliminate its 10% bleed premium of four-color ads on a page or more.



Finest FULL COLOR Facilities

Chances are…
there's something in YOUR HOME
that was made in…
REMARKABLE ROCKFORD

Over 450 industries in Rockford make more than 300 different products. This is more industry than in many cities much larger than Rockford, and more than any other city in Illinois, except Chicago. Diversification makes Rockford a stable city with sound, constant growth . . . helps explain why Rockford is Illinois No. 1 city (outside Chicago) in *retail sales, population, homes, number of industries, payrolls*, and *most other categories*. Sell the "ready-to-buy" people in this tremendous market through the columns of the Rockford newspapers.

ROCKFORD MORNING STAR
Rockford Register-Republic

FAIRCHILD CINEPHONIC EIGHT
FAIRCHILD
ADVERTISED IN
LIFE

"We used to advertise in 8...
now we're using one–LIFE"

The speaker: Charles E. Cherry, Jr., Marketing Mgr. of Fairchild Camera and Instrument Corp. His reasons:

1. **RESPONSE:** "LIFE magazine gives us the largest response from top prospects—substantially ahead of the next magazine on our list of all media used."
2. **MARKETS:** "LIFE hits the better-buying, higher-income metropolitan and suburban markets we want to reach."
3. **DEALER PREFERENCE:** "Among the magazines tested, LIFE rates more than 50% ahead of the second magazine among the better camera stores."

During the last four months of 1960, LIFE alone is carrying magazine advertising for the Fairchild Cinephonic—"the camera with a mike." Fairchild found that there is one sure way to introduce a high-quality product like the Cinephonic, market it quickly and sell it profitably—advertise it in LIFE.

RESPONSE: An average issue of LIFE reaches 31% of all U.S. households, and these LIFE households account for 48¢ out of every dollar spent in the U.S. for photographic equipment.

MARKET: The money is in 168 top metropolitan markets and that's where LIFE is too. Two out of every three dollars spent in the U. S. are spent by homes in these metropolitan markets—the markets where 67% of LIFE's readers live.

DEALER PREFERENCE: LIFE receives *three times* as much newspaper tie-in lineage as the next *two general magazines combined.*

ADVERTISED IN
LIFE®

Campaign in LIFE and your product will get the votes

McCALL'S

first magazine for women

A SUMMING UP

(All the figures are official and may be checked with the Audit Bureau of Circulations statements for the period ending June 1960.)

THE CIRCULATION RECORD

SINGLE COPY SALES (Average Issue)

	1st 6 months 1959	1st 6 months 1960	**Average Issue Increase Over 1st 6 months 1959**
McCALL'S	1,405,453	1,638,143	**+ 232,690**
Ladies' Home Journal	1,607,372	1,693,279	+ 85,907
Good Housekeeping	937,340	943,680	+ 6,340

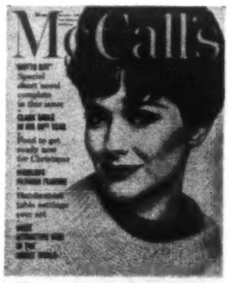
SUBSCRIPTIONS (Average Issue)

	1st 6 months 1959	1st 6 months 1960	**Average Issue Increase Over 1st 6 months 1959**
McCALL'S	4,086,119	4,574,107	**+ 487,988**
Ladies' Home Journal	4,147,945	4,586,086	+ 438,141
Good Housekeeping	3,500,638	3,729,736	+ 229,098

TOTAL CIRCULATION (Average Issue)

	1st 6 months 1959	1st 6 months 1960	**Average Issue Increase Over 1st 6 months 1959**
McCALL'S	5,491,572	6,212,250	**+ 720,678**
Ladies' Home Journal	5,755,317	6,279,365	+ 524,048
Good Housekeeping	4,437,978	4,673,416	+ 235,438

McCall's Sept. & Oct. circulation total smashed every record for every women's magazine.* The circulation guarantee of 6,500,000 announced for January 1961 *is being exceeded on current issues.* (The December issue, based on the most *conservative* estimates, will sell over 7 million copies!) Advertising linage and revenue are the largest and highest in the women's field, making McCall's No. 1. In addition, McCall's is the only major magazine in America with *17 months of spectacular advertising and circulation gains,* issue after issue. The editorial program that has pleased both readers and advertisers is being dramatically and materially expanded for 1961. McCall's has this reasonable program and formula: **for the best results, simply produce a better magazine.**



**Publisher's estimate*